# DGTL11005 Assignment 1

Eva Catarina Soerensen: 12046406

### Introduction

The colours, gradients and fonts used in my mockup are inspired by the given Tasty Tomatoes logo, otherwise the design decisions origins from target audience which are chefs in Fairview. Due to the fact that it is a competition I tried to keep the overall design fun, modern and that is the feeling I want to deliver throughout the website.

### Layout

The website contains a header, a body and a footer. In the header you can get a fast overview about the main content of the site while in the middle part you can find the necessary information for target audience who are interested to learn more about the competition. Another thing that improves the overview is the use of headings throughout the webpage. To make the body layout more interesting and informative there are two columns with further descriptions and rules. As usual the contact information can be found in the footer with a nice concluding text.

#### Layout principles

I have worked a lot with balance in my web page, in the center part of the mockup there is symmetrical balance with equal element of each side of the vertical center. The gestalt law about proximity is used in the footer where different colours and information are grouped with proximity. By using fonts, colours and shapes from the logo throughout the whole mockup I use repetition.

### Content

I wanted to keep the information provided as short and relevant as possible. In this assignment the webpage was limited to one page which mean that all necessary information e.g. contact information must be visible in the mockup. When a person sees the website it is important that they fast will understand the relevancy and also be tempted to learn more. The most attractive thing about the competition is the prize money and that is why this is in focus. To make sure that chefs from Fairview will immediately understand the relevancy the first thing stated in large capital letters is “Fairview chef”.

### Design

As mentioned in the introduction, the design inspiration of this assignment is inspired by the given logo. Introduction also mentions that I tried to create a fun site with lovely colours and prize money in focus but with that being said the target audience will require the website to be professional and relatively modern in order to continue reading the page.

#### Shapes

A rectangle shape with different colours is commonly used in websites to separate different <div>s, in this case it separates header, body and footer. I tried to make the header more interesting by adding a triangle shape with a gradient. This shape created asymmetrical balance. I decided to use rectangle and triangle shapes that made a contrast to the round logo.

#### Fonts

The fonts were inspired by the given logo in order to limit the amount of fonts used in the website. “Din condensed” together with “Brush script MT” complements each other because one is really easy to read and the other is fun and modern. Typefaces can control mode and these two font are fresh, fun and still stylish together. As mentioned during the lecture; “the key to use two or more fonts in the same design is contrast”.

#### Colours

The colours used got the same RGB as in the given logo to keep up consistency, the colours are kind of strong and it would not look good with a lot of other colours. In the header I thought about adding a tomato dish image but I did not think it suited next to the logo, furthermore, the design permeates sun-ripened tomatoes anyway. I decided to use one other colour that complimented the others with same strength, value and brightness in colour to match and I went for blue which gives a calm feeling. According to Triadic colour schemes it is important to choose colours with a lot of contrast which I have done with blue, red and green. The gradient in the blue part behind the logo got the same difference in colour as the gradient in the green area from the logo as well as the footer.