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Style and Layout Report

I made this site to advertise and display my girlfriends art. Her current site is helpful in spreading awareness of her work and allowing people to view more of her work after art shows but needs a remodel. The new homepage was designed with a few things in mind.

Firstly, I wanted the design to be simple, this site will be mostly accessed by mobile visitors on a phone after an art show and I wanted it to be accessible by that audience. Keeping that in mind all the images in the gallery form a single column when being displayed on the phone view as well as scaling down to whichever device the website is on. The top menu also converts to a hamburger menu with the same dropdown options as the standard menu when going to mobile view.

Secondly, in many of the lectures we have talked about the importance of having only the most important content on the homepage. In that vein I've added an image that spans 1200px and contains the three main important things on the site. First of all my girlfriends name and the logo of her company "Cassie Roth". This immediately lets the user know what site they are on. To the right is a photo of her, who they may have just seen at an art show which will further identify this site as the correct one. To the left of those two is a picture of a blank easel which will aid further in the identification of this as an art website.

After the user has landed on the page and properly identified this site as the correct one, the next thing their eyes will be drawn to is the gallery immediately below the image. The visitor most likely came to the site to see her work so I thought it was important that that was the first

thing they would see when they landed on the homepage. I plan to add a more in-depth breakdown of the artwork in the gallery, but I wanted the visitor to immediately see art on the homepage.

Alt text was also added to all the images to help with accessibility, when I design the gallery page, I will add titles to each image but currently they are not on the homepage. I kept the design of the gallery relatively modular in the homepage so that a better gallery could potentially replace it later if I completely change it later.

For the font and color choice on the site I simply let my girlfriend choose the colors and font type since she has a much better eye for that than I do. The font may also need to be changed later for pages with more text on them, but it looks good to me for now. The color theme was chosen from a website that created color schemes from images and then was modified slightly from the original.

Both the gallery and the large image at the top were modified and optimized in Figma, which is a web based prototyping tool. It works super great modeling out websites and I would very highly recommend it for this class next semester. It makes all the stuff we do in photoshop simple, and it can all be done in a web browser but also a local app that's just a web wrapper.

Overall, I'm very happy with how the homepage for this site turned out. I think it does a really good job communicating exactly what it is as simply and straightforwardly as possible. I also think designing the rest of the site after this should be much simpler as much of the groundwork has already been laid by the homepage.