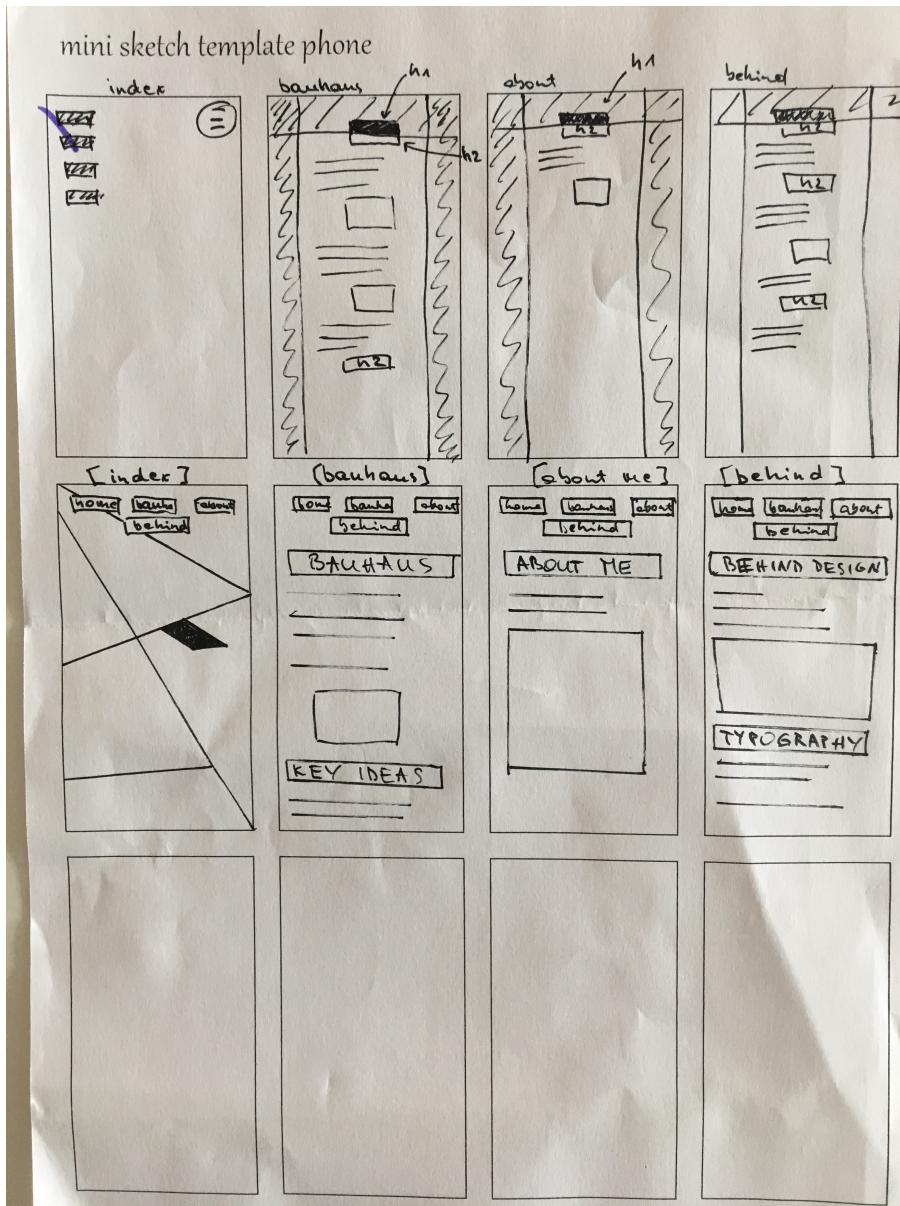


## PROJECT DOCUMENT for [www.bnmstudio.com](http://www.bnmstudio.com) in bauhaus style

### Design visualisation

#### Mini sketches

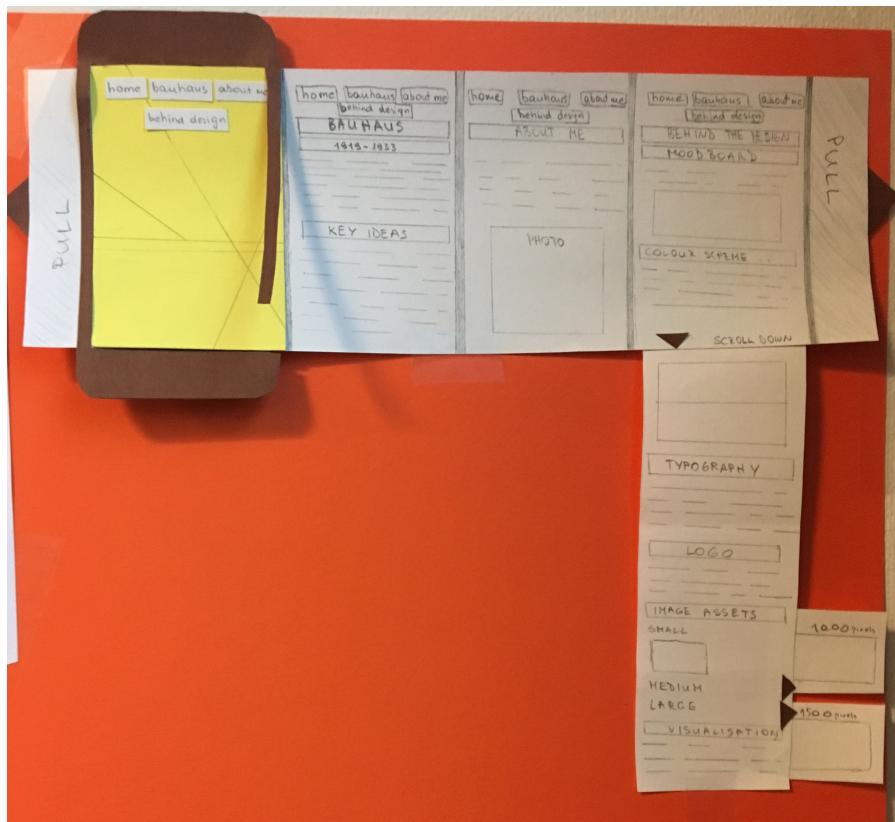
I made several sketches of web design and decided to stick with the second option below.



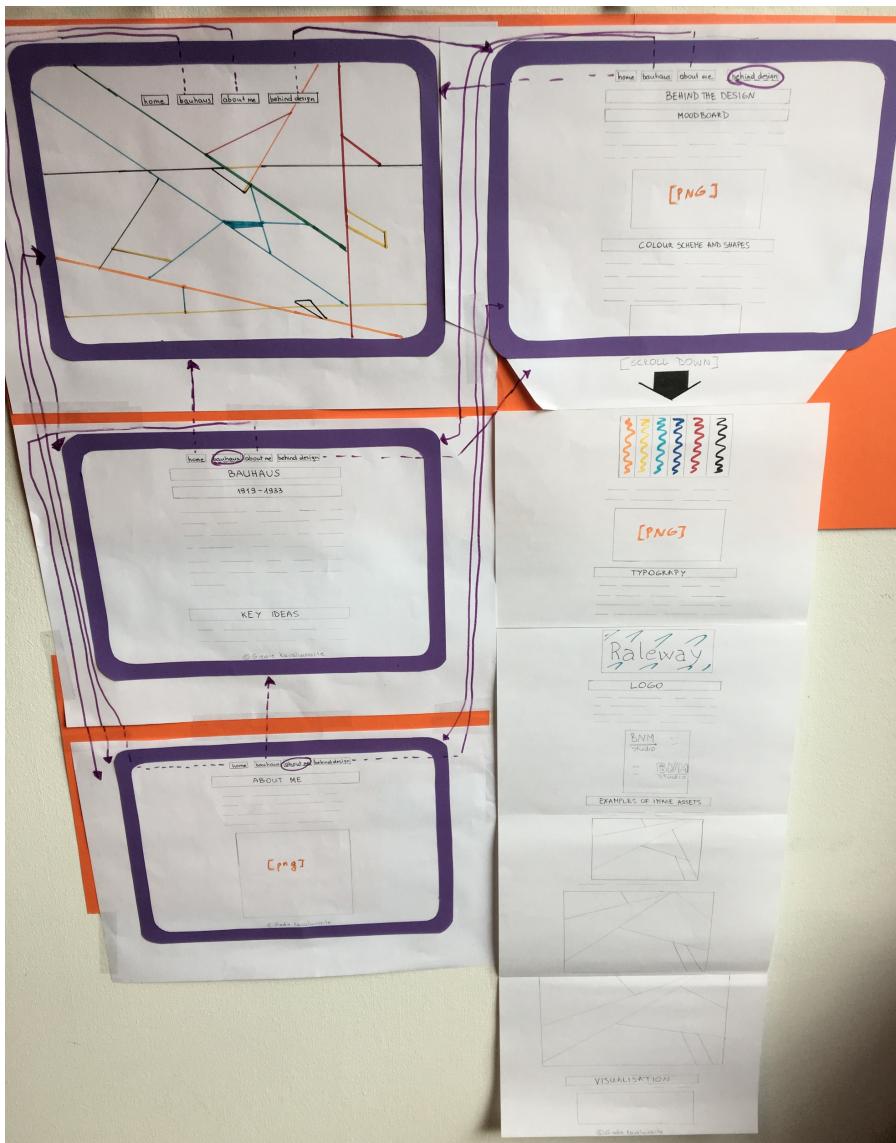
### Paper prototype

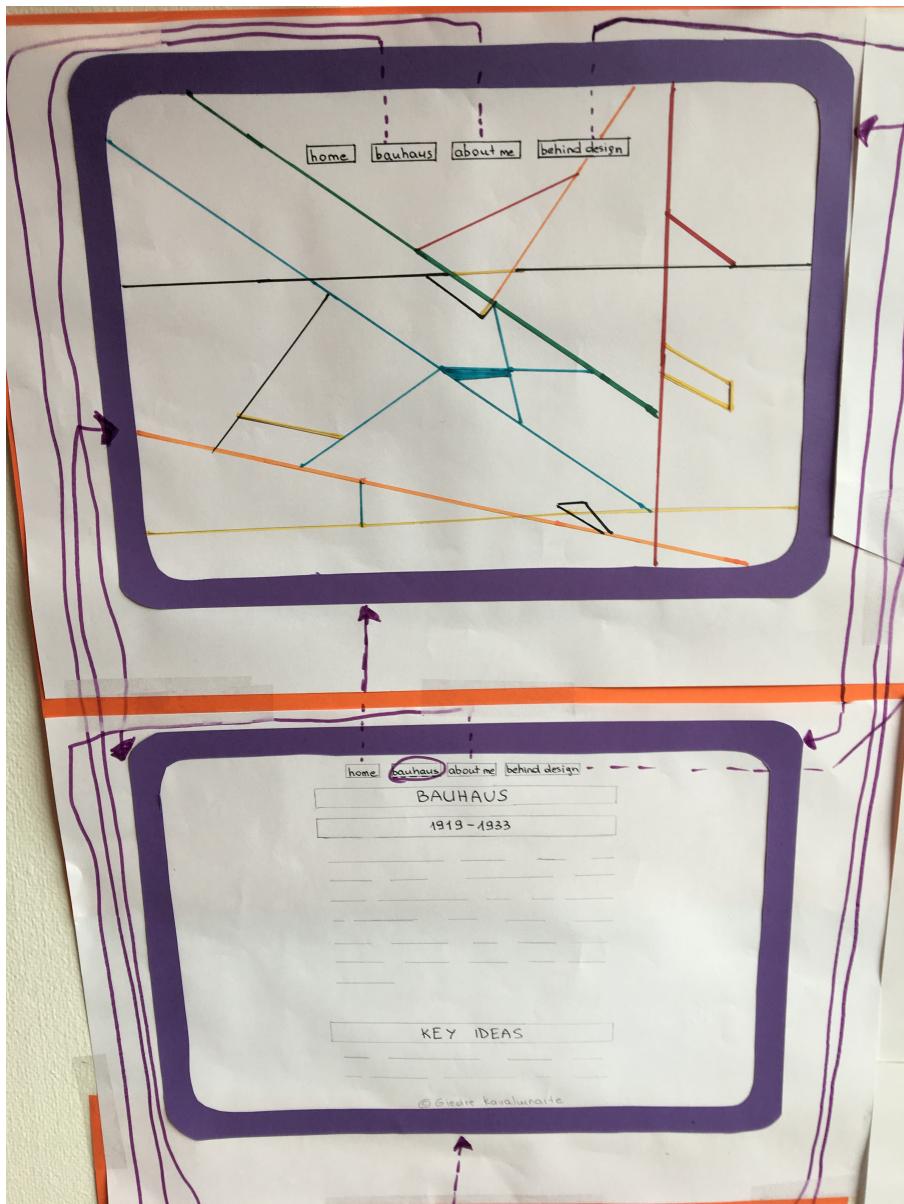
I have created mobile and desktop paper prototypes having in mind navigation and overall layout of the website. I would consider my prototype mainly as a role prototype and a bit of look-and-feel.

## Mobile:

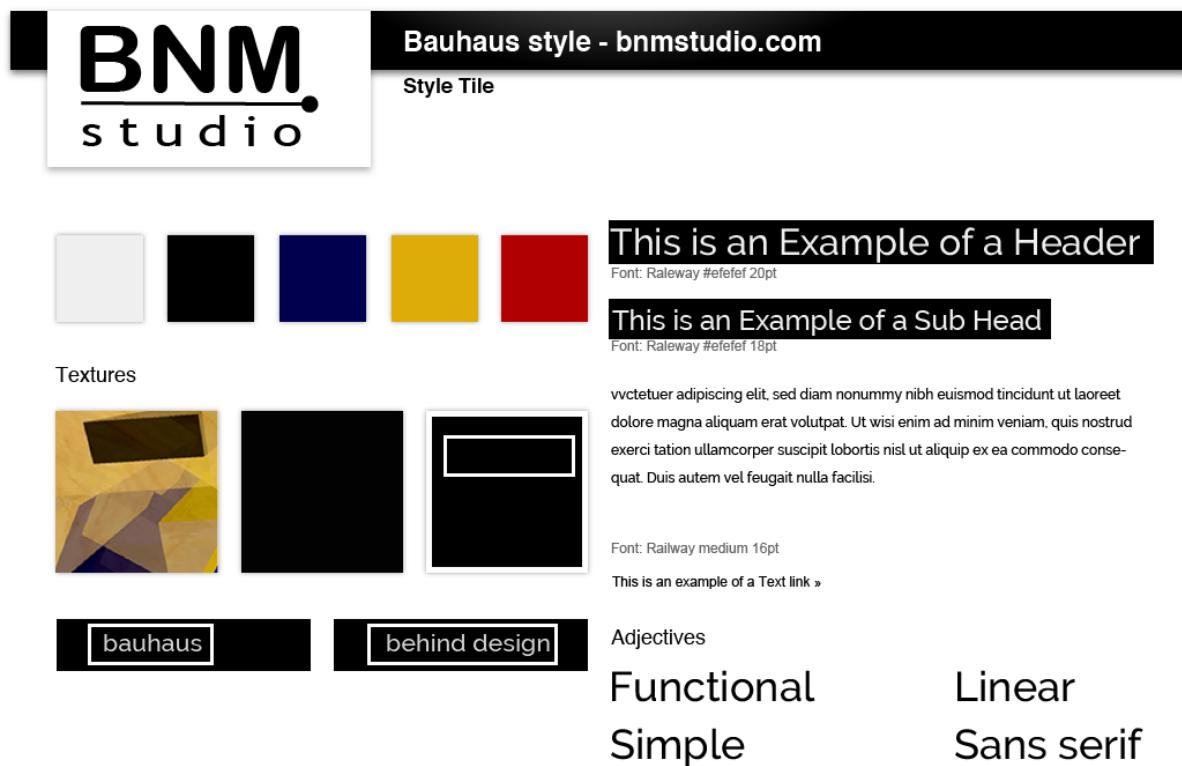


## Desktop:





## Style tile



**Bauhaus style - bnmstudio.com**  
Style Tile

BNM studio

Textures



This is an Example of a Header  
Font: Raleway #efefef 20pt

This is an Example of a Sub Head  
Font: Raleway #efefef 18pt

vvctetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.

Font: Railway medium 16pt

This is an example of a Text link »

bauhaus      behind design

Adjectives

Functional	Linear
Simple	Sans serif

<http://www.styletil.es>

## Design principles

Since Bauhaus style's main purpose is functionality, I wanted it to be reflected throughout the web style as well. Most of the web page layout is symmetrical and formal structured with pronounced headings followed by relevant article. However, in order to add a bit of dynamic balance, I added abstract asymmetrical work of art to the first "home" page. It serves as a great information source for the user as well, since it provides a lot graphic information about bauhaus style, i.e. colours palette, forms, lines.

My personal preference is symmetrical composition, I am keeping symmetry in layout by having centrally composed navigation bar and text, therefore I have quite a lot of negative space, especially on desktop version.

I am using colour contrast, i.e. the background is black and the text is light grey. Lines have big role in composition as well, I have chosen linear frames and all the visual file are in rectangle frame, therefore closure element is common in my web design.

## Interactive prototype in XD

Since Bauhaus style's main purpose is functionality, I decided to make easy web navigation and user-friendly interface. Therefore, there is an easy accessible navigation menu bar at the top of every web page.

Link to prototype: <https://xd.adobe.com/view/c58c1886-f2d0-4afd-8ecb-13f8998fdf5b/>

## **Usability test**

I have created this website having in mind easy navigation and functional layout of the website. Therefore, there is easy accessible navigation menu bar on the top of every page, it is easy to navigate within all pages.

*1<sup>st</sup> user test.* First user could easily find requested information (i.e. details about me, colour palette). However, when I asked a specific question where the answer logically might be in one of two pages, user was confused, since navigation bar does not change when it is/was visited. User didn't see that as a issue, however, it was obvious to me.

*2<sup>nd</sup> user test.* Another user navigated through the page easily, however she wanted to see more example of work of arts, so having gallery of images would be useful. Also she suggested having some additional/ external links to other sources in order to provide optional/additional information for user.

*3<sup>rd</sup> user test.* The last user had a good experience when navigating throughout the web. When asked very detailed question, he tried to look for "search bar", which does not exist. Another thing he replied about was that he had difficulties in reading text as there is quite big style contrast in black background and almost white typeface. Therefore, based on this user experience, I decided to adjust the colour of text and to use darker tone of grey for the text.

## **Document insights and plan changes**

Considering the results of usability testing and web making process helped me to identify style/navigation elements I would like to change in my website:

1. I have to add different colour or style element for "visited" page.
2. I should consider adding gallery of images to represent work of art and/or links to other external sources with more explicit information about bauhaus style.
3. Also I came to a conclusion, that I should adjust the colour of text and to use darker tone of grey for the text to make it more legible.