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WRA 210 002

Module 6 Reflection

When I started thinking about the design of my website I began first by creating my color palette. I can easily say creating a color palette that incorporated my wireframes and still looked good was hard. At first I couldn't think of any colors that would combine into a good palette, but nothing came to my head. After some thought though, my decision making was influenced by the essence of nature. My color palettes were designed with the greens of the forest and the blues of the ocean in mind. But still those colors were too close in hue; they didn't look well when put in place with my wireframes. So finally by referencing Colorate I was able to find a color palette that both suited my eyes and my design.

As far as designing my typography, that was far simpler. My heading was obviously going to be AR Julian – I've loved the font since my high school days and I just can't seem to let it go yet. For the sub-heading I tried to work with the connotation of "sub" and decided that whatever font I may choose, it would probably look best in an italic format. After searching through the available fonts in Photoshop I found one that pleased me well enough. Thus it became my sub-heading typography. Thinking about the typography of my content and links was also a no brainer. I've always been an advocate for Veranda over Times New Roman if you're going to pick a structured and organized text. And since I want my pages to be readable and look professional I chose to work with Veranda Regular for my main content and Veranda Italic for my links. For the future of my website, I would like to look more into google web fonts to allow my website to really come alive through text.

And in thinking about the types of images I would use for my design, I started off by first understanding that this website is being established to literally advertise myself! Thus, why not add a few pictures to personalize the web pages more. On the landing page you will see a slideshow (I stole the idea from my professor) that will incorporate several pictures of myself and the activities/organizations that I am involved in. I believe it will articulate the reasoning of the website. Also, in my design comps I have included 3 circular icons on my portfolio page. This design decision was influenced by Steven's, the PW alum whom I interviewed, portfolio layout and the way he incorporated icons as links. Now I am not going as far as making icons be links, but still I believe the overall quality of the design is enhanced by including those icons.