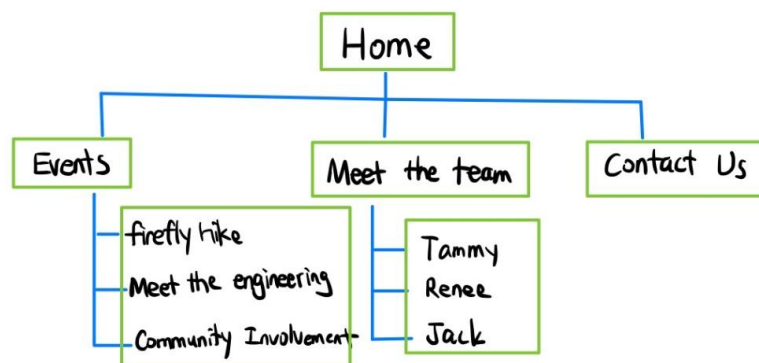


1. Vision:

The website is built based on my experience of working for a nonprofit organization over the summer. I wanted to build this site to display the works and events we have held, to highlight the core mission of our group. I also want to create a page to introduce the team members. The reason why I wish to build it is because I want to spend some time putting together the good works we've done over the summer and appreciate how far we've come. (The code for this website is completely written on my own for this assignment only. I have not reused any old code.)

2. Tree Diagram:



3. Reference Websites:

<https://watershedassociation.org/about/>

This is the watershed association website. They have a lot of content and educational resources on the environment and the watershed around us. I really like this website as it provides me with a lot of useful information. The website used drop down / column drop for responsiveness. When the width gets smaller, the original columns that were side by side become dropped down. They are presented one by one. The navigation bars are very organized and clear, which is something I was able to learn from.

<https://upstreampgh.org/>

Upstream Pittsburgh is another good local organization. They have a lot of funding from Heinz and their website is well made. You can see that they have a good color combination, creating a good contrast between title, text, and images. This highlights what you want to highlight, and not creates too much distraction for the users. I borrowed this color choice and used it for my website. For responsive design, they also implemented column drop.

<https://turtlecreekwatershed.org/>

Turtle creek is another watershed association in the greater Pittsburgh area. I personally didn't borrow much from this website. The website uses flex boxes for their design and wraps around it when the flex box overflows. This achieves the responsive design effect. I like how their pictures are aligned when you change the screen size.

4. Design choice:

- Font: I used a combination of three fonts: for the most part, I used Fira Sans. This is the font that the organization uses in general, for pretty much everything we put out. As you can see, our posters use this font. This gives a sense of moderation and friendliness when people read our content. It is clean and concise, which is what I want to achieve for the website and our works. For the texts (p element), I used **Helvetica Neue**. This gives a different look and makes the text stand out on its own. For read more, I used Poppins, because I wanted to add a more modern feel to the website.
- Color: For the color, I mostly used the following two palettes. This is because as a watershed group, blue and green resonate more with our mission. As we aim to protect our environment and clean up the water around us. These colors provide great contrast with black and white and mimic the sense of nature, providing a calming and peaceful environment for the site.



- Transition: I use column drop for the transition, because this makes more sense for me as my content mostly follows a flex box design and for each box, it follows the pattern of image, title and text. Column drop makes the most sense in this case, and it provides a cleaner look when transitioning.

The website is published to the following address:

<https://www.andrew.cmu.edu/user/zhijians/index.html>

However, sometimes it doesn't link up to what I have locally, so I provided the whole zip file for this assignment in my submission. Thanks! :)