**Вступление**

**1 слайд**

Hi, everyone. Let me introduce myself. I'm Sofia Miroshnichenko.

**2 слайд**

As you can see on the screen, our topic today is design of the Blancrème website. Its the website for buying care cosmetics.

I think you agree with me that bad designed site will discourage the service itself. Therefore, when developing a website, its worth remembering to think about the color scheme, external features and organization of content. To be frank, there are more criteria than I have mentioned but I’ll only consider this.

**Основная часть**

**Content**

**3 слайд**

First, I'd like to discuss the content of the site. The main page is consists of a navigation menu, slider with information about sales and brand history, new products and contact information. Despite the fact that the site looks quite simple, the architecture of its pages is quite large to some extent because of the variety of their products. I know there’s more, but often in this situations nav menu becomes a little bit difficult to read.

**4 слайд**

Fortunately, as you can see at the screen, the site doesn’t have this problem. The menu looks quite clear and simple. It was also helped by a good font choice, but I’ll talk about that later.

**Color scheme**

**5 слайд**

Now I’m going to discuss the color scheme and graphics. Usually for online stores prefer to use a white background, as it does not attract a lot of visual attention and the buyer will pay more attention to the products. Also white color is the main color of the site and I think it’s a good choice. It gives a sense of simplicity and calmness. Other colors of scheme are quite muted and gentle. It’s a good solution for sites with similar themes.

**6 слайд**

Now let's move on to the font I have mentioned before.

The color scheme is supported by a well-chosen font. It is quite minimalistic and its color stands out well against the background. it promotes readability.

On the one hand, everything is great, but on the other hand, it looks too simple.

**7 слайд**

But this is compensated to some extent by the presence of animated objects, such as links in the menu, slider images and so on. it makes the site more dynamic and enjoyable

**Заключение**

**8 слайд**

So based on these facts, we can conclude that website design follows many important design principles. Among them - compliance with the theme, brand and target audience. also you can note the good structure of the site. I personally think it's great, but it feels like there are quite a few similar sites out there, so I'd try a more contrasting design.

What I'd like to present to you today is the website for buying care cosmetics, massage attributes and some others. its really important to take care about yourself not only in mental aspect, but also in appearance one, so im going to talk about the Blancrème website,

especially its design and content.

Navigation

Readable form

User-friendly interface

Up-to-date

Use of website’s space

Colour scheme

Graphics

Web search

Contact info