

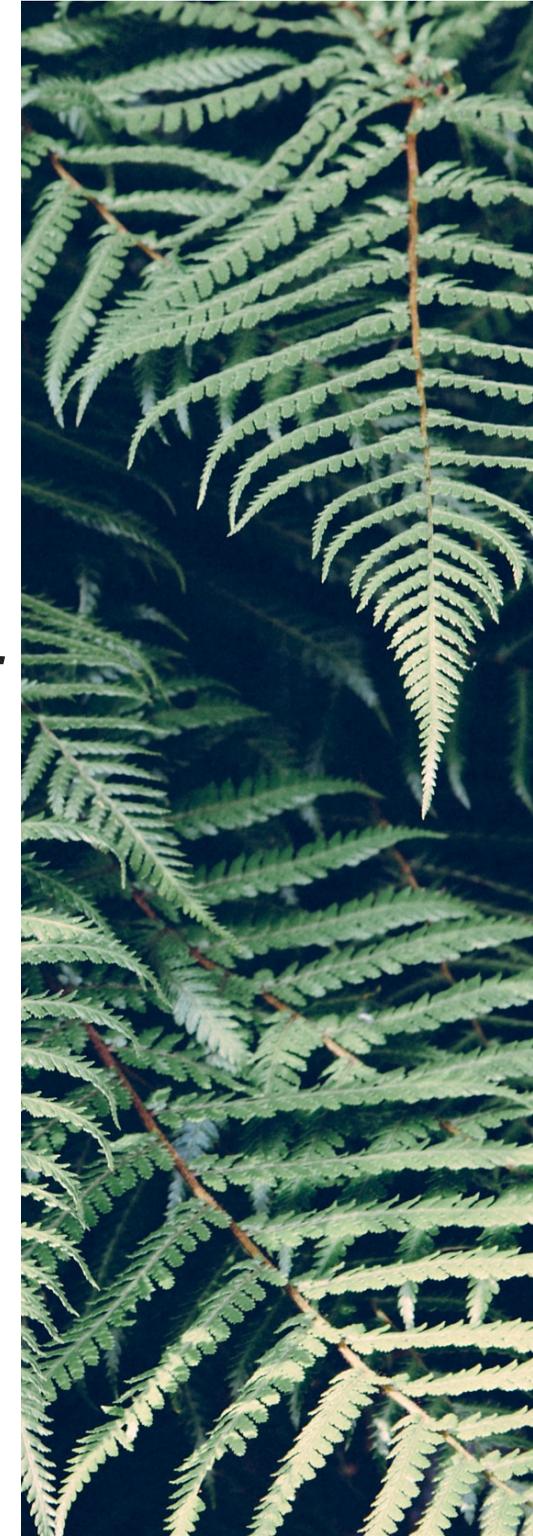
# Responsive Design

*Eilis Morrissey*

*K00233558*

# Responsive Design

*My aim for this assignment is to create a responsive newspaper website. My idea for the site is to include current affairs, daily top stories along with fashion and culture. As quoted in 'Vanity Fair' I want it to be a newspaper site 'where Wall Street, Washington and Silicon Valley meet'. My aimed audience is women aged 25 plus. I would like this site to be of clean, minimalist design.*





# Moodboard

THE A-LIST  
ART, FILM, CULTURE & MORE  
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VOGUE

VOGUE DAILY

FASHION

CATWALK

BEAUTY

ARTS & LIFESTYLE

VIDEO

MORE ▾

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Five Female-Directed Films We'll Be  
Watching This Year

by KATIE BERRINGTON AND HAYLEY MAITLAND



VANITY FAIR

WHERE WALL STREET,  
WASHINGTON AND  
SILICON VALLEY MEET



New On Netflix

by ELLIE DAVIS

ARTS & LIFESTYLE | 25 Jan 2018





# AUDIENCE PERSONA



shutterstock

## Goals

- Earn a comfortable living
- Wants news fast

## Frustrations

- Queuing
- Slow page loading

**AGE** 25-35

**WORK** Marketing

**FAMILY** Co-Habiting

**LOCATION** Limerick City

## Personality

Introvert Extrovert

Thinking Feeling

Sensing Intuition

Judging Perceiving

## Brands



## Motivation

Incentive

Fear

Growth

Power

Social

## Preferred Channels

Traditional Ads

Online & Social Media

Referral

Guerrilla Efforts & PR



LOGO

# TITLE

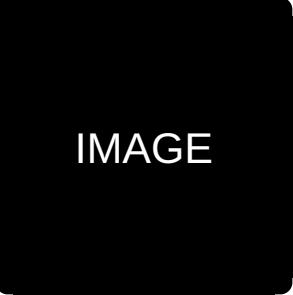
## SUBHEADING



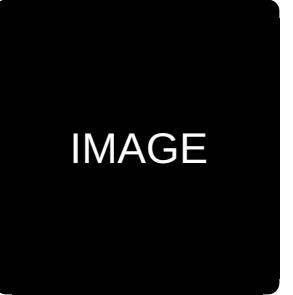
SEARCH BAR

HOME TOP STORIES FASHION CULTURE ALL NEWS CONTACT

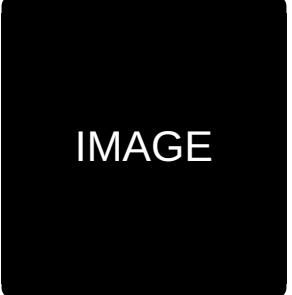
## TOP STORIES



IMAGE



IMAGE



IMAGE

Add a little bit of body text Add a little bit of body text Add a little bit of body text  
text Add a little bit of body text Add a little bit of body text Add a little bit of body text  
body text Add a little bit of body text Add a little bit of body text

TITLE

AUTHOR



IMG



IMG



IMG



IMG



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DATE

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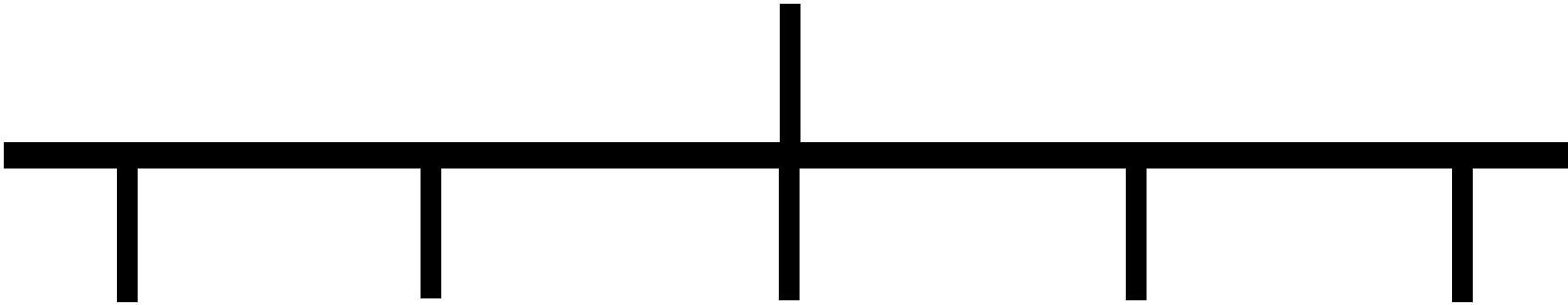
ADDRESS





# Navigation Design

HOME



TOP STORIES

FASHION

ALL NEWS

CULTURE

CONTACT



LOGO

# TITLE

## Subheading

Follow ▾



---

HOME

TOP STORIES

FASHION

CULTURE

ALL NEWS

CONTACT

## TOP STORIES



*Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer ornare vel turpis in ultrices. Sed sed dolor quis justo consequat vestibulum id et magna. Donec adipiscing pretium elit quis volutpat. Curabitur convallis nisl consequat luctus luctus. Praesent mollis mi eget enim blandit, in euismod erat mollis. Pellentesque interdum varius orci mollis venenatis. Donec ac leo a mauris aliquet egestas. Proin ac dignissim diam. Vivamus vitae interdum eros.*

TITLE



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DATE

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LOGO

TITLE

≡

TOP STORIES

A photograph of a forest path winding through tall trees, with a fallen tree branch across the trail.

TITLE

AUTHOR

A small thumbnail image of a river flowing through a dense forest.

Title

A small thumbnail image of a field of crops in rows.

Title

A small thumbnail image of a bridge structure over water.

Title

A small thumbnail image of a bridge structure over water.

A small thumbnail image of a river flowing through a dense forest.

A small thumbnail image of a field of crops in rows.

