

For my website design I decided to choose a minimalistic approach by picking a small amount of colors that match each other perfectly. My color pick was: black, white and dark red with small additions of even darker red and dark grey.

To start with I would like to concentrate attention on my logo that I created by using calligraphic lucida text and by coloring dots above “i” letters in dark red. This color is used throughout the whole site, so I thought that these dots might strongly tie together the header and the rest of the site.

In order to make navigation bar noticeable and to bring attention of user to it (helping him to orient on my site) I painted it in dark red and left the names of categories white. These colors correlate with each other nicely and the white text matches the background of the site. Talking about background I would like to emphasize that its color, white, is picked by me not randomly. According to one of the researches it is confirmed that the best background for reading is white with black letters on it.

The “search” button in the navigation bar is red but it is a bit darker than the one that is used for the rest of the navigation bar. I decided to choose such color because it shall be related to the text that users would enter in the search bar (for the same purpose the similar shapes of search button and search bar are chosen).

I didn’t try to put much contact information in the window that is allotted for that because of two reasons. Firstly, it is just a window that would appear on every page, not a separate page, so extensive contact information would have been redundant and would have brought too much attention to this window. Secondary, I have chosen simplicity to be dominant on my site, so additional contact information,

any gadgets or links could have affected simplicity of design. The footer is created with the use of the same approach: nothing extensive, just the required minimum. The line that separates contact information from the rest of the body part is aligned with the line that separated search bar and navigation categories in the navigation bar.

The picture that is located on the home page is an important part of my portfolio because it is one of the first items that users would see in there, so I decided to create it by my own. I've compiled two pictures from Internet, edited them, added text and plus sign. The text color is black and the font is Times New Roman because this combination is really common and is perfectly suitable for text.

The pictures in the category pages shall represent topics that the text next to them is dedicated to. The color of sub headers is the same dark red, which ties together the whole website.