

Rationale

It has been a goal of mine since the beginning of the fourth module, to maintain a simple design. Once I outlined my sitemap and wireframe, I began adding colors and a more definite layout to my designs. I did not only want to do a simple design because it would be easy, but as I was researching PW alumni websites and portfolios, I was really drawn to the less is more concept. I like taking advantage of white space, with little to no clutter, and making aspects of the site easy to see and find. I chose pastel pinks because they are pure, easy to work with, and I like the color. I contrasted the pinks with a teal color and a navy blue because contrast is an important design principle and I like how it looks as well. When it comes time to put it all together, I may make some changes, but I am happy with the basics I have produced so far. I produced a possible color palette in Photoshop, a wireframe of my landing interface in Photoshop where I was able to make precise measurements and alignment, and a wireframe of my resume interface in Photoshop. This was very helpful in that now I am able to digitally visualize what my site will look like.