Site Description
Kayla Van der Byl

Overall I wanted my site to be simple, minimalist and fun. These aspects most accurately depict my design aesthetic. Therefore my site captures my design ethos both through its content and its style. I wanted to use a contemporary, legible typeface that would not distract from the meaning of the text.

My first interaction is based on the emotion of cheerfulness. On my home page, when you hover over the grey words in the paragraph of text the background of the page changes to a bright color. Bright colors are often associated with positivity and joy. The fact that you can also quickly change the background from one color to another through a simple hover is also playful and fun.

My second interaction is based on the emotion, anticipation. I wanted to spark a small interest in what projects I am going to 'release' next. I do this through my "upcoming projects" page. When you land on the page, the words "coming soon" reveal themselves from the bottom of the page, and indicate you to scroll down. After scrolling you see a circle showing only part of an image, that shows a current project that I am working on. Hovering over the circle reveals the whole image. I am giving user's a small taste of my next project, and therefore something to anticipate.

My third feature is based on the feeling of enlightenment. After visiting my site I want user's to feel more knowledgeable about me and what I stand for. On my "more about kayla" page I explicitly define myself by laying out my name and core values in the form of a dictionary annotation. It helps convey the message of who I am in a clear, concise and interesting form that hopefully sticks with users.