Digital Visual Design ST1002

2016/17 Sem 2

CA03 – Website Design (Complete)

Report/Writeup for website design

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**Idea**

The idea for my website was to keep it minimalistic and at the same time stylish. This was draw the visitor’s attention to the artworks and not be distracted by any flashy designs. I settled on a simple colour palette, using most shades of blacks and whites, to make the content easier to read as well as helping to make the artworks more vibrant. At first I planned to have a horizontal navigation bar at the top of the screen, but eventually replaced that idea with a full screen navigation bar that would slide in from clicking a hamburger icon. This was to allow easier navigation on mobile devices. I also wanted my website other interactive features such as animations for text and transitions between projects as well as a survey for feedback.

**Research**

For the design, I took inspiration from many websites, most notably Adhemas.com and the Bert House website. I found the use of responsive backgrounds in the Bert House website interesting as well as appealing for my design. I also found the layout of the text and image on the site practical. The Adhemas site had a simple but stylish image gallery, using mouse-hover animations to create a unique look. I spent the next week or so looking JQuery plug-ins and JavaScript code on to replicate the websites’ design.

**Significance**

The significance for the design of my webpage was to give visitors a good impression of my artistic and creative skills as well as knowing some brief information about me.