

For this project, I aim to create a visually engaging, artistically colorful website about a difficult but important topic: insurance. Many people have negative experiences with insurance, making it a traditionally “boring” or even painful subject to read about. To change this dynamic, my strategy is to blend nostalgic retro gaming aesthetics (specifically PSS1 CSS and NES.css styles) with a modern, accessible presentation. My goal is to build an emotional bridge with the audience by using familiarity and surprise together.

I am aiming for an artistic and colorful approach to presenting some very bland and sometimes troubling topics. Insurance, for many, is a sore spot, often surrounded by confusion and frustration. If I can find a way to make it not only more engaging to read but also visually pleasant, it would be a huge step forward. By incorporating vibrant colors, creative designs, and interactive elements, I hope to transform what many view as dry and overwhelming material into something more approachable and even enjoyable. This way, I can help readers better digest complex information without feeling weighed down.

In terms of formal design elements, I will mostly use consistent components to avoid overwhelming the user. Homogeneity in buttons, headers, cards, and text areas will help the site feel grounded despite the colorful visual style. However, I will occasionally incorporate small surprises — like hidden “easter eggs” styled in NES.css — to reward attentive readers.

The typography selection will lean into the retro feel:

- **Headings** will use a bold pixelated or semi-pixelated font to hint at 90s gaming.
- **Body text** will use a clean sans-serif typeface to keep the content readable and modern, preventing the retro style from interfering with clarity.
- One of the fonts will be .” and another will be a PS1 type font called Gamestation

Regular 400  
**Playstation**

# WebDev Final

Colors

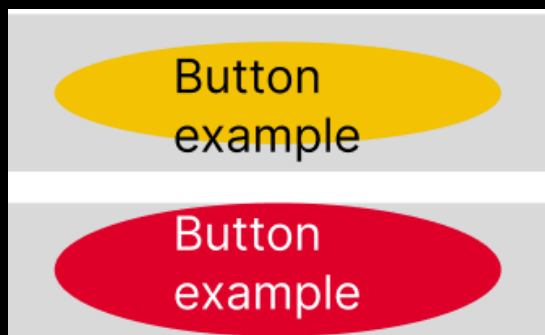
#DE0029

#326DB3

#00AA9E

#F3C202

#000000



This bright but controlled color scheme will energize the page without making it too hard on the eyes, respecting accessibility standards.

### Navigation Design:

Navigation will be pretty similar to my framework, where there is a drop-down with links to certain parts of the site. Depending on where you want to go, it will be a color, and hopefully, I can add a hover color so it looks a little bit more game-like.

In short, my strategy is to soften a hard topic using artistic design, nostalgic familiarity, and modern clarity, building an experience that both stands out and feels surprisingly comforting to the reader.