



FOUR LEAF CLOVER EDITORIAL WEBSITE CASE STUDY

2025
PROJECT 2

DSGN 372
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BACKGROUND

For my editorial website project, I chose to tell a story about four-leaf clovers. I've been fascinated by them since I was a child. My mom has an incredible talent for finding them— she's easily found over a thousand in her lifetime. When I was little, she would hand one to me and say, "You are special, just like this clover." Maybe it's her sharp attention to detail, but I always saw it as a kind of superpower—something magical, a gift from a higher power.

When I was younger, I could never find them myself. It wasn't until the past couple of years that I started to notice them too. Sometimes I'd glance down, and there would be a four-leaf clover waiting for me. So far, I've found around 40, including a few rare five-leaf clovers.

Every time I find one, it reminds me of my mom and brings me a deep sense of peace. That connection made me curious to learn more about their history and symbolism, which is why researching four-leaf clovers for this project felt so meaningful.



PROBLEM

I set out to explore the personal and cultural significance of four-leaf clovers by creating an editorial website that tells a meaningful story. The challenge was not only to design and code a site from scratch, but also to use storytelling and visual design to communicate something that feels both personal and universally symbolic. I wanted to bridge a childhood memory with broader folklore and curiosity, turning a simple natural object into a deeper narrative experience.



SOLUTION

To address the problem, I decided to build a website that combines personal storytelling with visual and historical exploration of four-leaf clovers. My strategy was to create a digital space that feels calm, reflective, and slightly magical, mirroring the feeling I get when I find a clover.

I began by researching folklore, symbolism, and facts about four-leaf clovers to give visitors a richer context. Visually, I focused on a clean, nature-inspired layout that highlights photography and natural textures to support the storytelling.

From a technical perspective, I used HTML and CSS to code the site from scratch, experimenting with layout, typography, and interactive elements to keep the experience engaging while remaining simple and focused. I had to do a lot of my own learning in HTML and CSS because I am so new to it.

The final result is a site that not only shares a story, but also invites others to slow down, observe the small details around them, and maybe even find their own bit of luck.





PROCESS

RESEARCH, TARGET AUDIENCE, CONCEPT EVALUATION, VISIAL
DESIGN, USABILITY TESTING

RESEARCH

I conducted several types of research. I began with inspirational research, looking at editorial websites to learn how to effectively combine narrative and visual aesthetics. I paid attention to layout, typography, and use of imagery to create mood and flow.

I gathered information about four-leaf clovers—their history, symbolism, cultural associations, and scientific background—to provide depth.

To get user insight, I shared early sketches and ideas with a few peers and asked for feedback on layout clarity and story flow. Their input helped me refine the structure and make the experience more engaging. All of this research guided both the creative direction and technical execution of the project.

I also spent hours researching how to use HTML and CSS so i could understand exactly what I was coding.



TARGET AUDIENCE

My target audience includes people who appreciate quiet, reflective storytelling—especially those drawn to nature, symbolism, and personal narratives. This could include young adults, creatives, or anyone who enjoys thoughtful digital experiences that feel both personal and aesthetically engaging.

I determined this audience by reflecting on the tone and content of my story. It's not flashy or fast-paced. It's gentle, nostalgic, and a little whimsical. My site is designed to speak to those people—to anyone who might pause to notice a clover growing in the grass.



CONCEPT EVALUATION

I chose the concept of four-leaf clovers because it allowed me to combine personal storytelling with broader symbolic meaning. The idea felt unique, emotionally grounded, and visually interesting. I acted as my own client, so the “client goal” was to build a site that felt honest, calming, and meaningful.

The **brand goal** was to create a soft, nature-inspired digital space.

The **user goal** was to engage with a story in a way that’s simple, beautiful, and leaves them feeling something—whether that’s peace, nostalgia, or curiosity.

My priorities were clarity, mood, and simplicity. I wanted the experience to feel smooth and quiet, with visuals and typography that supported the story rather than overwhelmed it.



VISUAL DESIGN: MOODBOARD

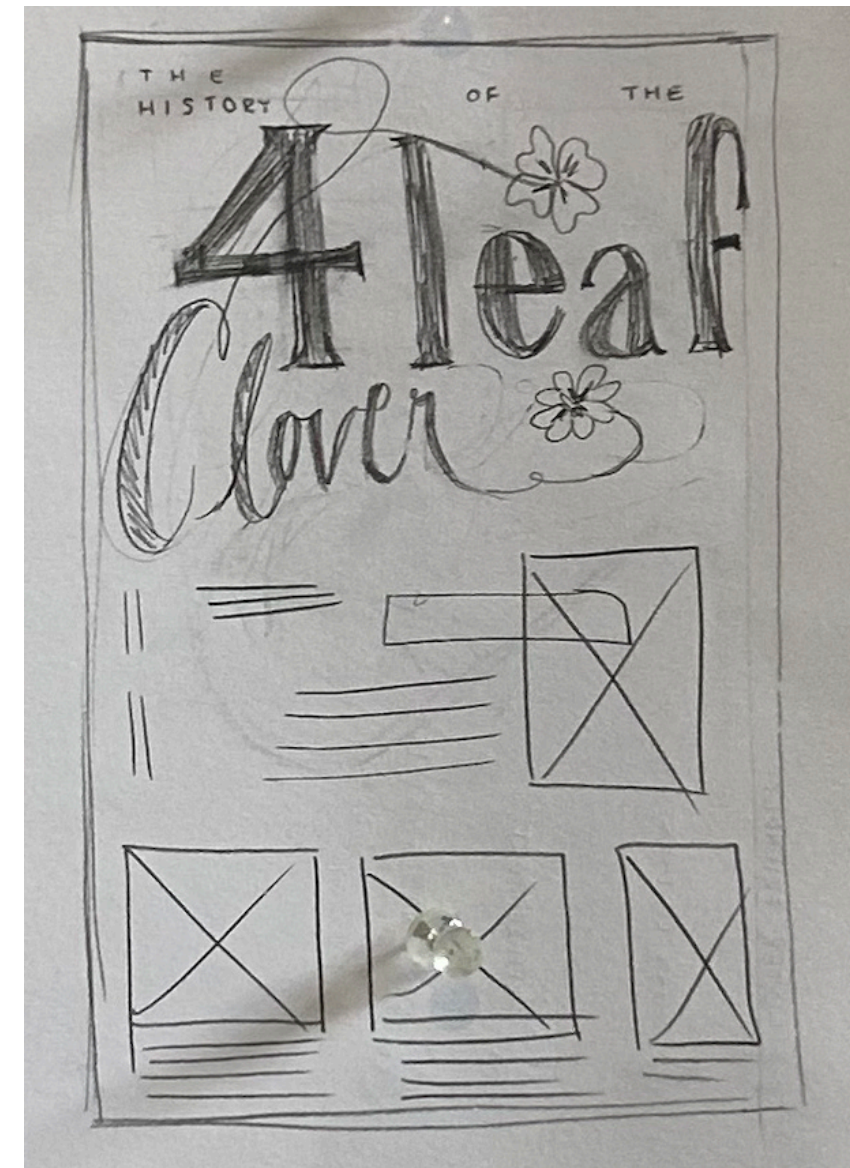
I explored several visual directions before settling on a look that felt organic, calm, and slightly whimsical—reflecting the quiet magic of finding a four-leaf clover. My initial moodboard was black and white and included a lot of editorial typography that felt both clean and experimental.

My final website became more whimsical as I started telling the history of fourleaf clovers. But still kept that same simple style.



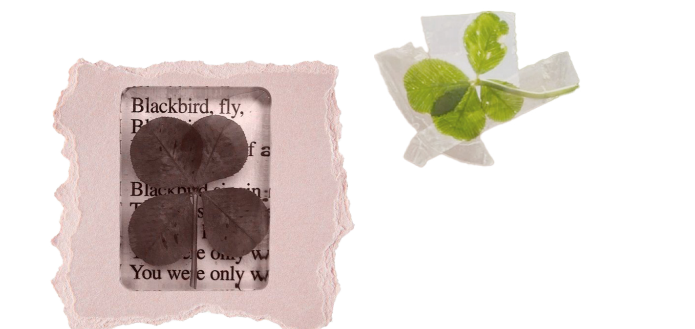
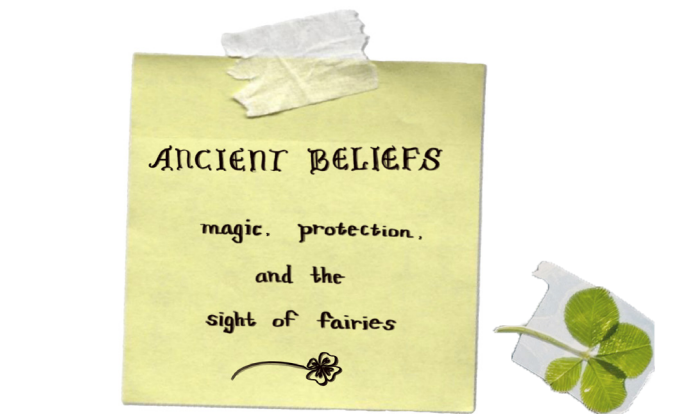
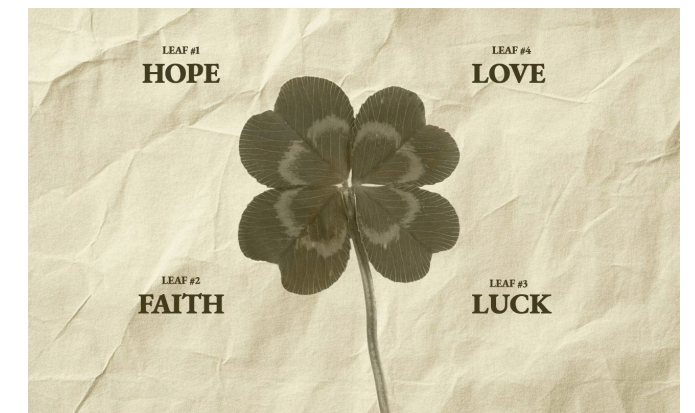
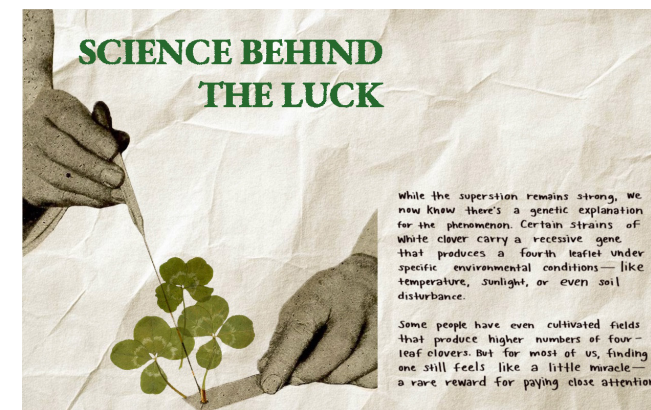
VISUAL DESIGN: SKETCHES

This is the only wireframe sketch I created for the project. Initially, I planned to focus heavily on experimental typography. However, I soon realized that implementing complex type treatments would be difficult to code at my current skill level. I decided to scale back and stay within my technical abilities while still incorporating playful and expressive typography into the final design.



VISUAL DESIGN: ASSETS

I created a variety of visual assets for this project using a mix of tools and techniques. These included found images, Photoshop edits, Procreate illustrations, and some of my own hand lettering and sketches.

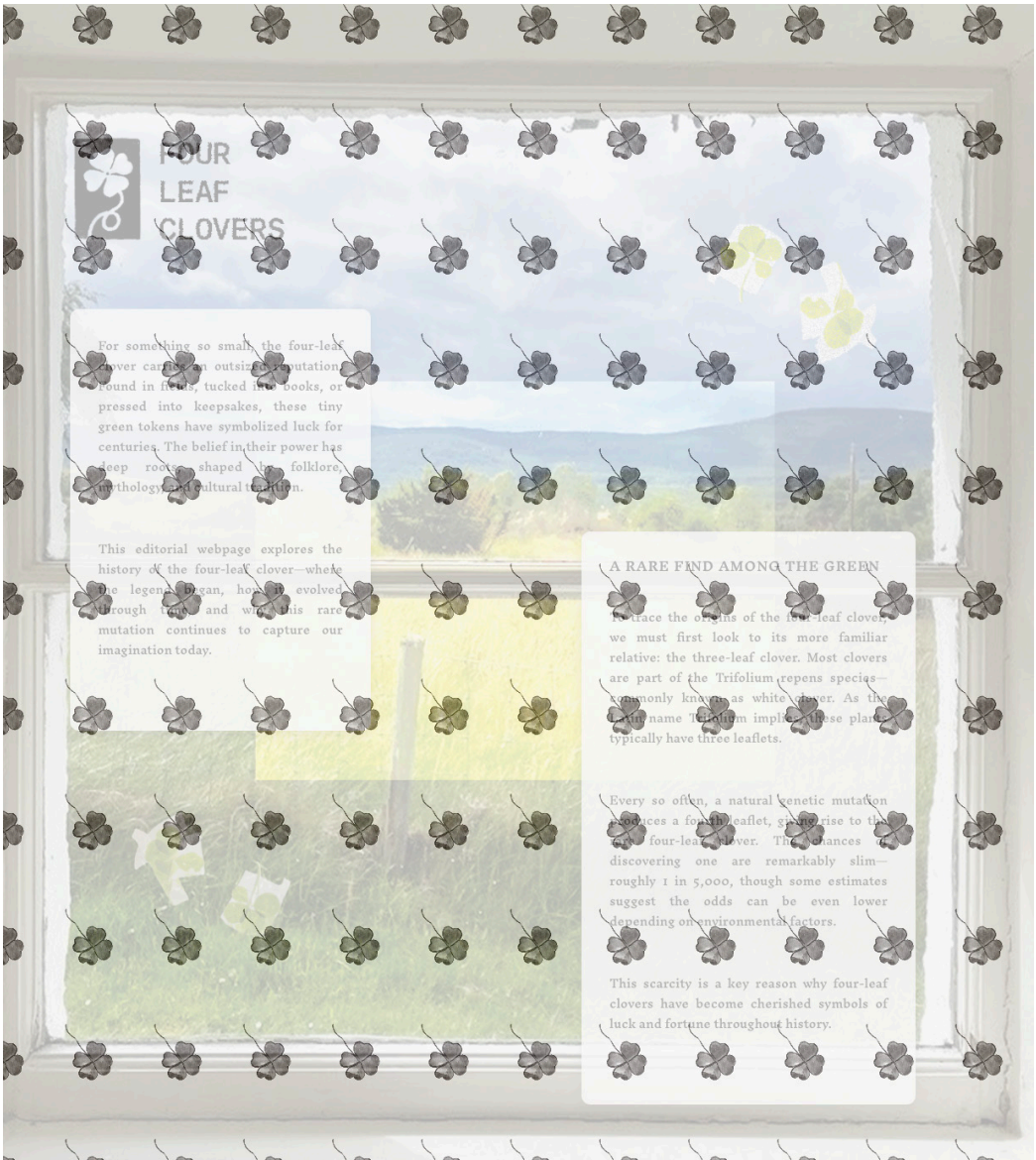




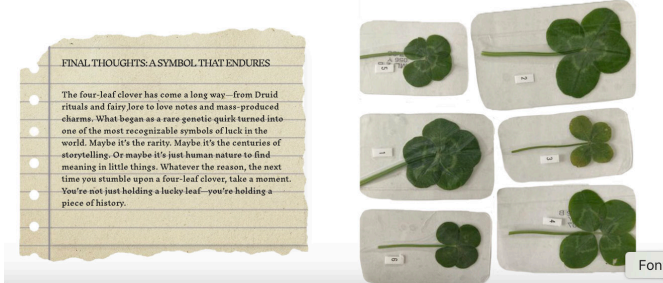
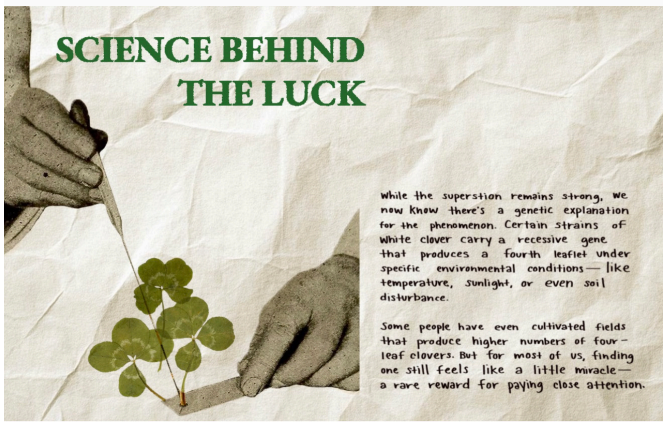
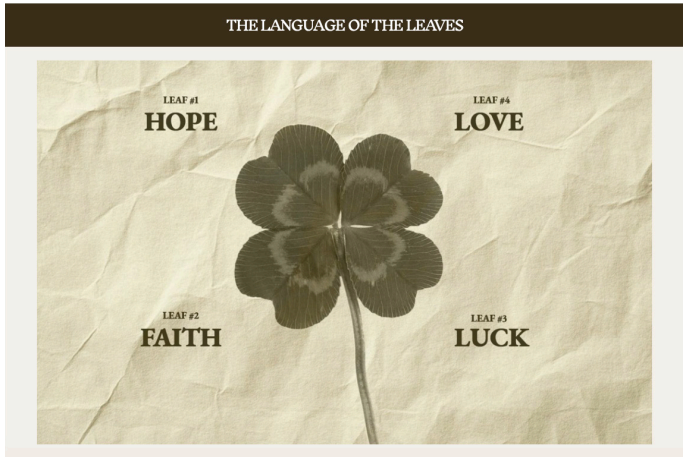
FINAL OUTCOME

FINAL DESIGN, CHALLENGES, REFLECTION, VISION/FUTURE
GOALS

FINAL DESIGN: LOADING SCREEN



FINAL DESIGN: SCROLL



CHALLENGES

One of the main challenges I faced was balancing my creative vision with my current coding skills. I initially wanted to experiment with more complex typography and layout interactions, but I realized that implementing those features would be difficult with my experience level. I had to scale back some ideas and find simpler solutions that still captured the feeling I wanted to convey.



REFLECTION

Completing this project taught me how to bring together storytelling, design, and code in a way that feels personal and purposeful. I learned how to adapt my creative ideas to match my technical abilities, and that sometimes simple solutions can be just as effective as complex ones.

This project also helped me build confidence in my ability to structure a website from the ground up. I gained a better understanding of how thoughtful design choices like typography, layout, and imagery—can support a narrative and shape the user's experience.



VISION / FUTURE GOALS

From a technical standpoint, I'd like to revisit the idea of using more experimental typography once I develop stronger coding skills. With more experience, I could also explore animations or transitions to make the site feel even more immersive.

I see this as a project I could continue building on—adding features and refining it as I grow as a designer and developer.





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THANK YOU.

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