A report of the module assignment Design 2

I went with the complementary color scheme. Reason I choose this is because I wanted to create something striking yet cool. First before even starting on the color site, I went on canva to figure out a cool logo to use, which fits the target audience that I want to target.

I found this nice logo with had a elegant and versatility look on it. Thereafter I went to the adobe color wheel to upload the logo and get the corresponding colors, but this only gave me shades. So I had to go and see what would have been the complementary color for that specific color, and blue came up as an option..

After some work on figuring out the saturation, brightness etc, I came to these two color schemes to be matching #bb7944 **orange** and #0051a8 **blue.**

I found these to be a great relation to home décor, as I want it to showcase boldness, and yet coolness. The logo already had a tone of orange, and I just worked with that and created some of the elements with the same colors.

As orange represents enthusiasm and creativity, and wanted this to be resonated with the people who visits this website. I want whenever someone visits the website to be energized yet feel that website to be elegant.

However, as orange brings the versatility, I also want to bring a touch of coolness and calmness to the website through the color of blue. I want whenever the user scrolls through to feel a tone of ease but yet understand the website to bring intelligent.

The texture part took sometime to figure out as I no longer use Photoshop, and I used something called GIMP. After a lot of failures, I managed to create the texture to have a tone of orange. This went straight into the elements where they can click on few options. Reason behind this was because I felt the texture represented textile. I did as well some editing on the background photo under the title, where I added a tone of blue.

I should have changed the font style, to match my target audience, but sadly due to time I couldn't.