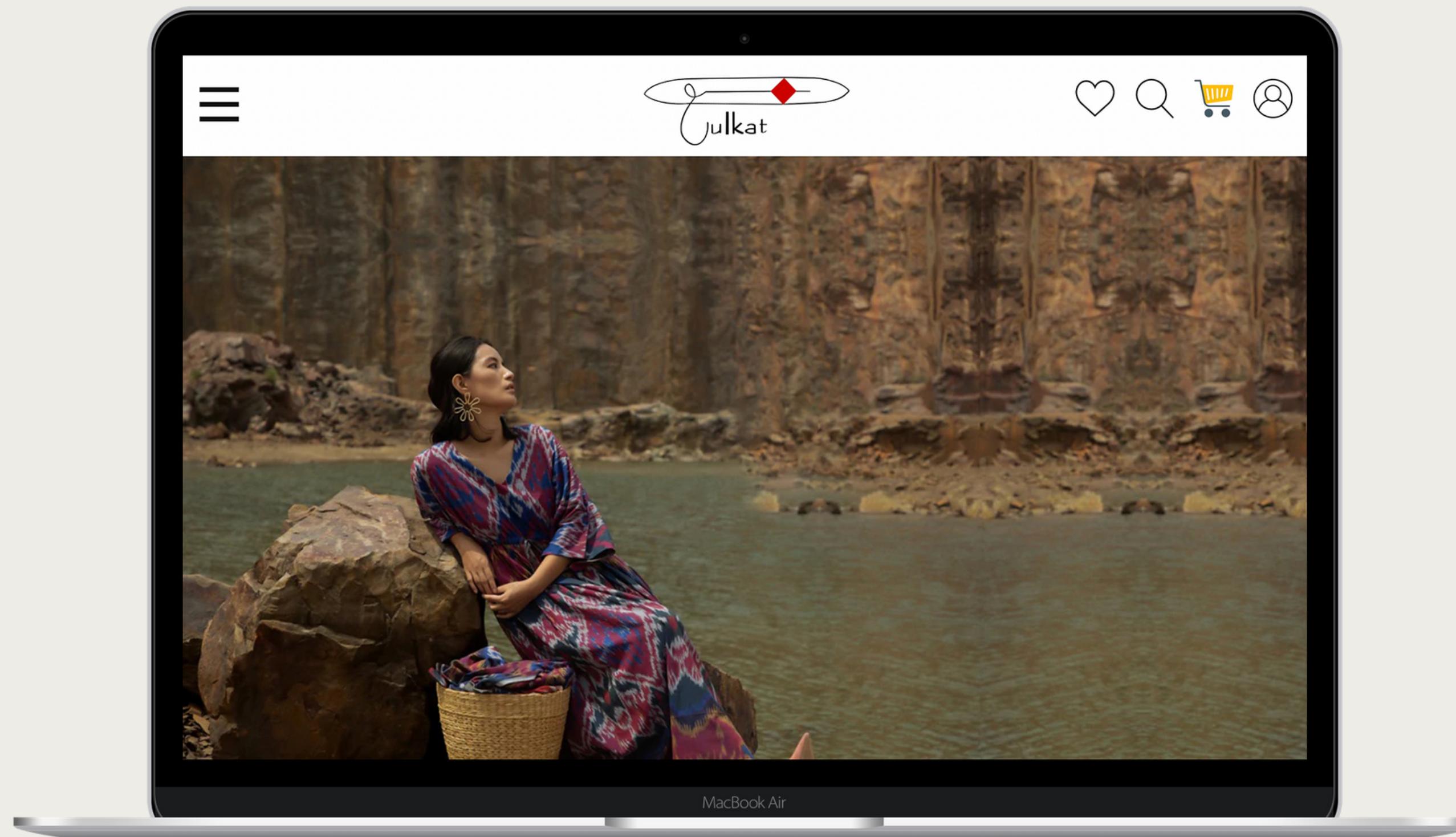


Concept for
Web Design

Landing Page Design
by Sruthi Challa & Rishika Thotakuri

2022



PROJECT STEP BY STEP

1

Design Concept

Branding for Ikat, a handloom originating from Pochampally and its nearby villages that sells the handcrafted and sustainable fabrics.

The brand logo is made up of the two words - Su + Ikat. Su as derived from Sanskrit meaning good. The idea is to create a branding for the loved craft, bringing all products under one roof.

The entire website is made of the colours directly picked from the fabric of this handloom. The idea behind the entire branding is inspired from the fabrics itself.



2

Features

Typography

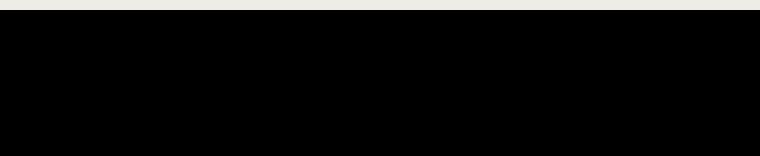
Inter

H

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Colour Palette

FFFFFF



C4C4C4



39585A

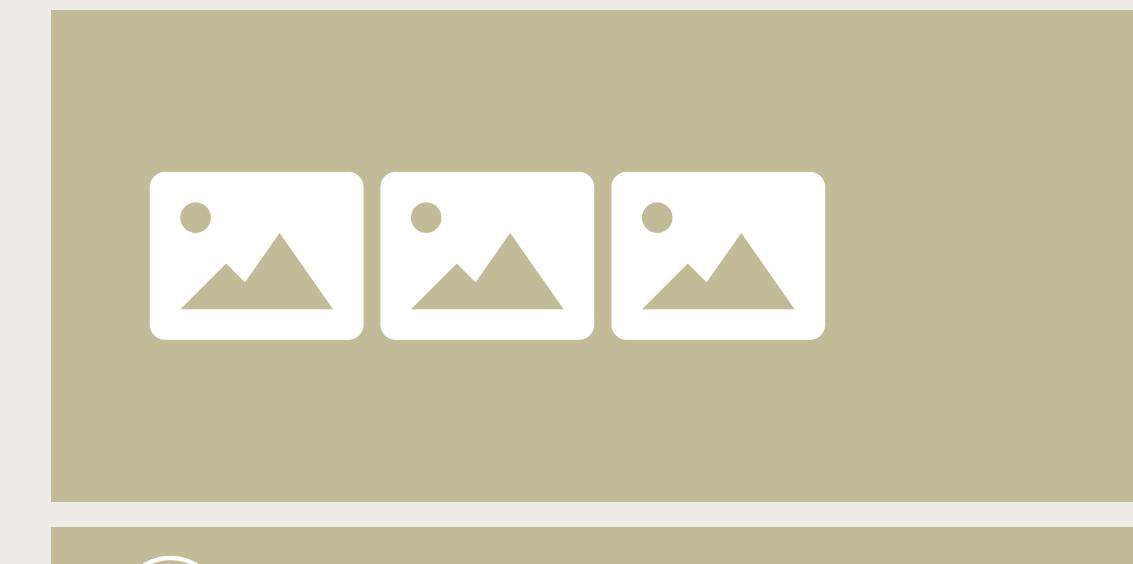
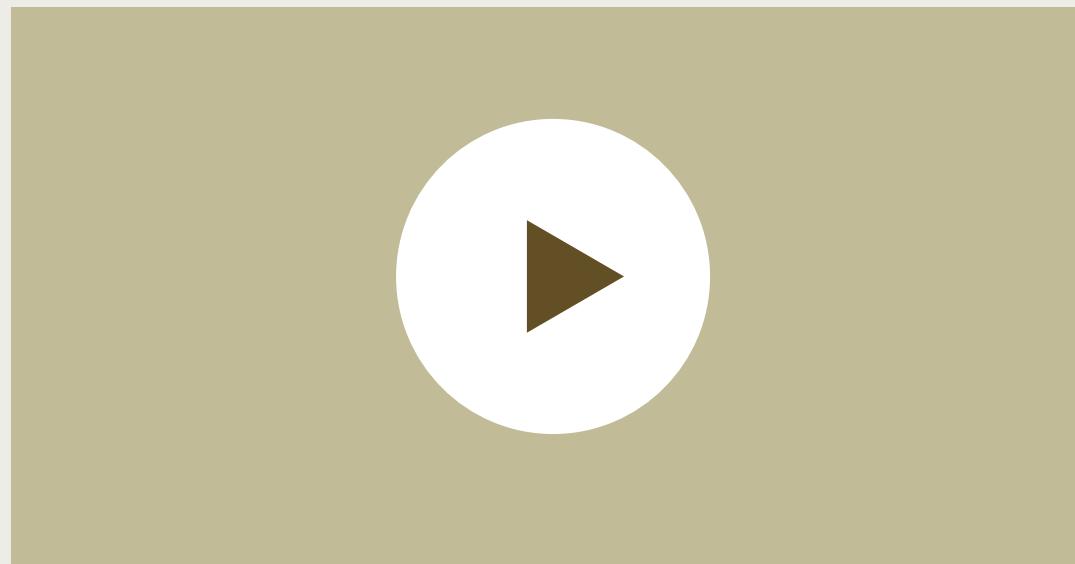
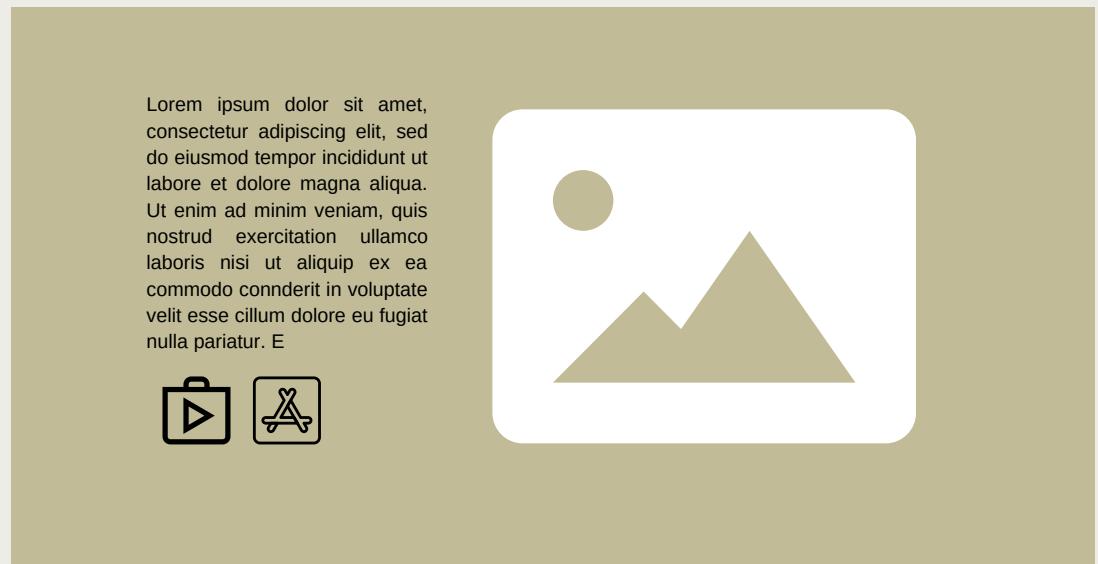
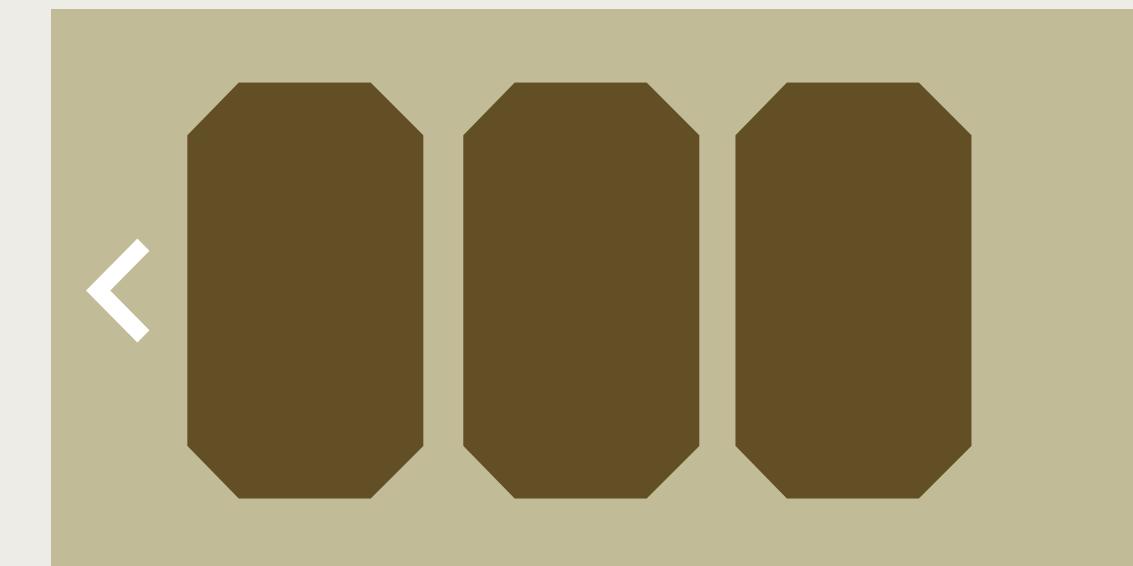
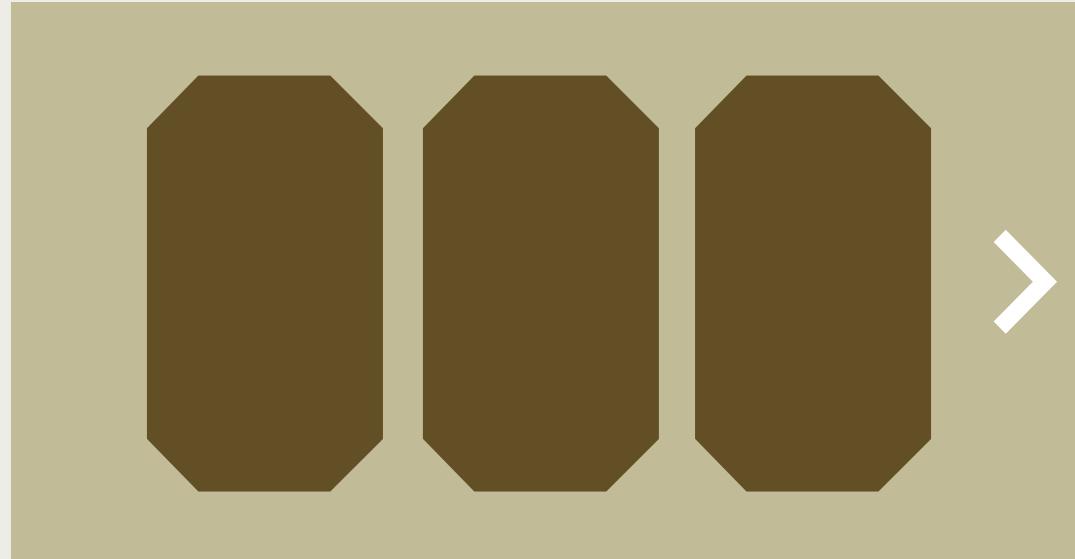
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3

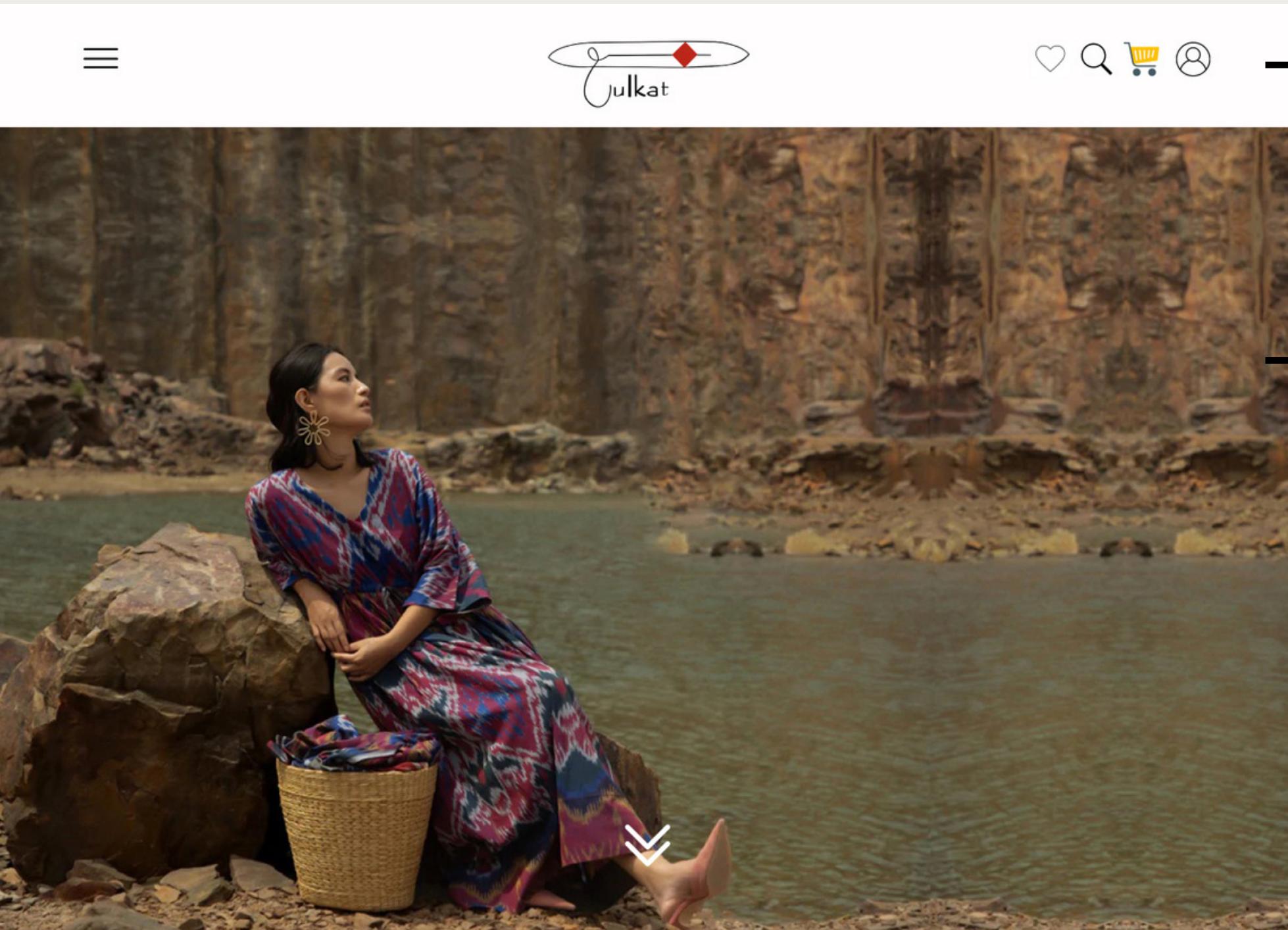
Wireframes



4

High Fidelity Prototypes

PAGE 1



HEADER

GRID 1

PAGE 2

NEW ARRIVALS

Shop our latest 2022 summer collection



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GRID 2

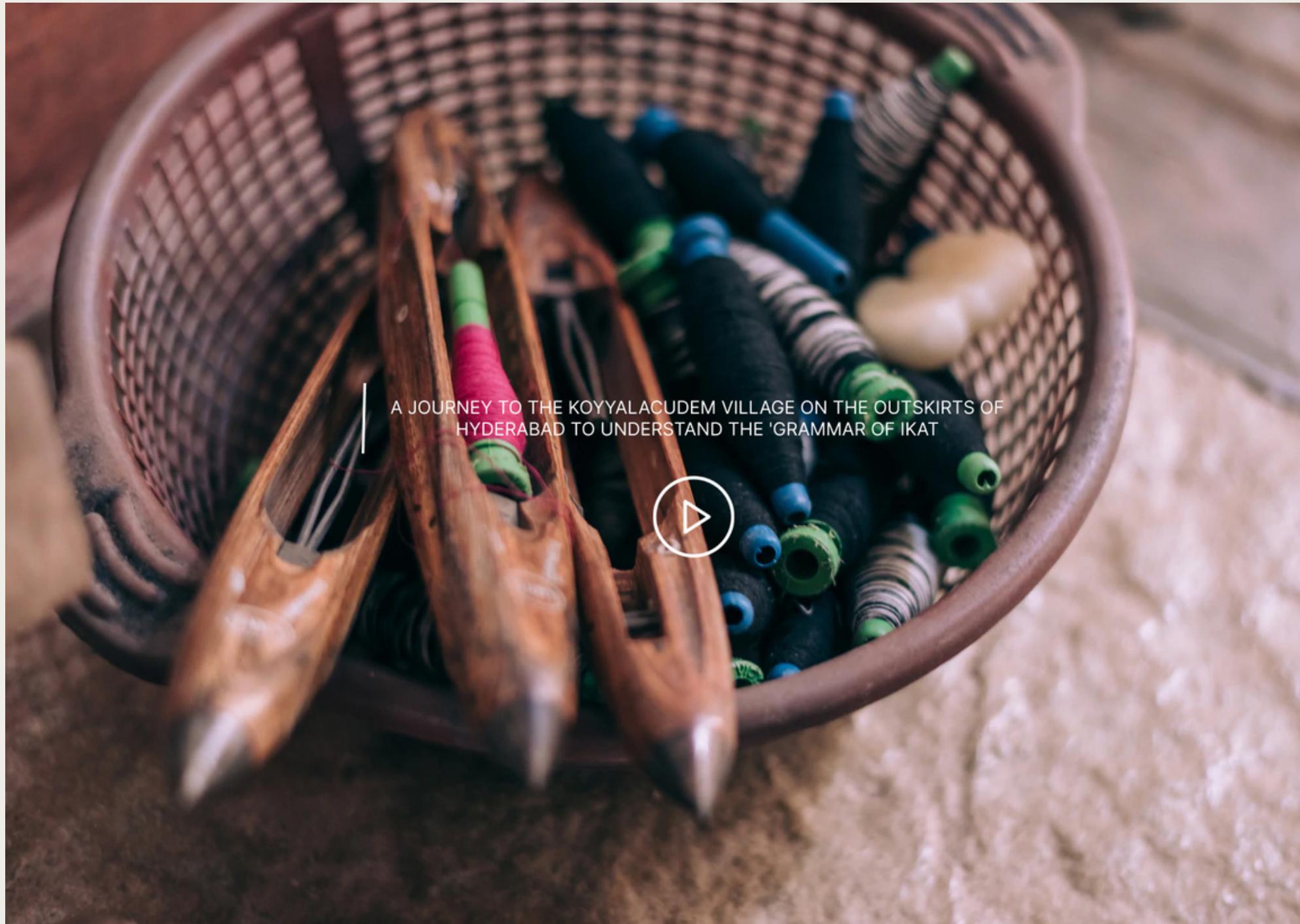
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GRID 3

PAGE 4



GRID 4

PAGE 5



GRID 5

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