

Design course assignment:

Square Eyes

By David N. Ingebrethsen

Introduction

In this assignment I am to demonstrate what I have learned in the Design course. There is little if any coding involved, just getting a basic grasp of how a site would look and how someone might use it, so I have context for the features I will be coding in the future.

The site I will be designing is Square Eyes, a movie site, where the user can quickly and easily buy and watch popular high quality movies.

Link (Prototype, Figjam):

<https://www.figma.com/file/a8E6yz7wyiDawoZdYiOKub/Square-Eyes-FigJam?node-id=0%3A1>

Link (Site):

<https://www.figma.com/file/Cgq41KacQeL6UAMKOiwrZs/Square-Eyes-Figma?node-id=0%3A1>

The file consists of 2 pages, Page 1 is Desktop and is made for viewing on a PC monitor, while Page 2 is Mobile and is made for viewing on a small Android device.

Body

For the colours of the website I have gone for a lot of monochrome, being all about luminance rather than colour temperature which bit me in a previous assignment due to my laptop's low colour temperature, making colours that look desaturated to be very powerful. One colour is used, blue, to add some flair to the home page, and to make action buttons regarding purchasing and viewing the product you have now bought.

The Home page has 3 movies shown, supposedly showcasing new and popular additions, with a full list available by pressing the Films button. Navigation elements on desktop are in the top, while on mobile navigation elements are primarily on the bottom, but there is also the menu button in the upper right, for less commonly used navigations.

The site simulates browsing, viewing the product page, the checkout and a checkout success, as well as an About page and a Contact page. I made heavy use of the Lorem ipsum plugin for text elements, as there are a lot of placeholder text, as I focus on layout. The Iconify plugin is used for 5 icons, only 2 of which are used for the Desktop site, and the Unsplash plugin is used for 1 image, used in the About page. All other assets are made in Figma or image assets provided in the assignment.