

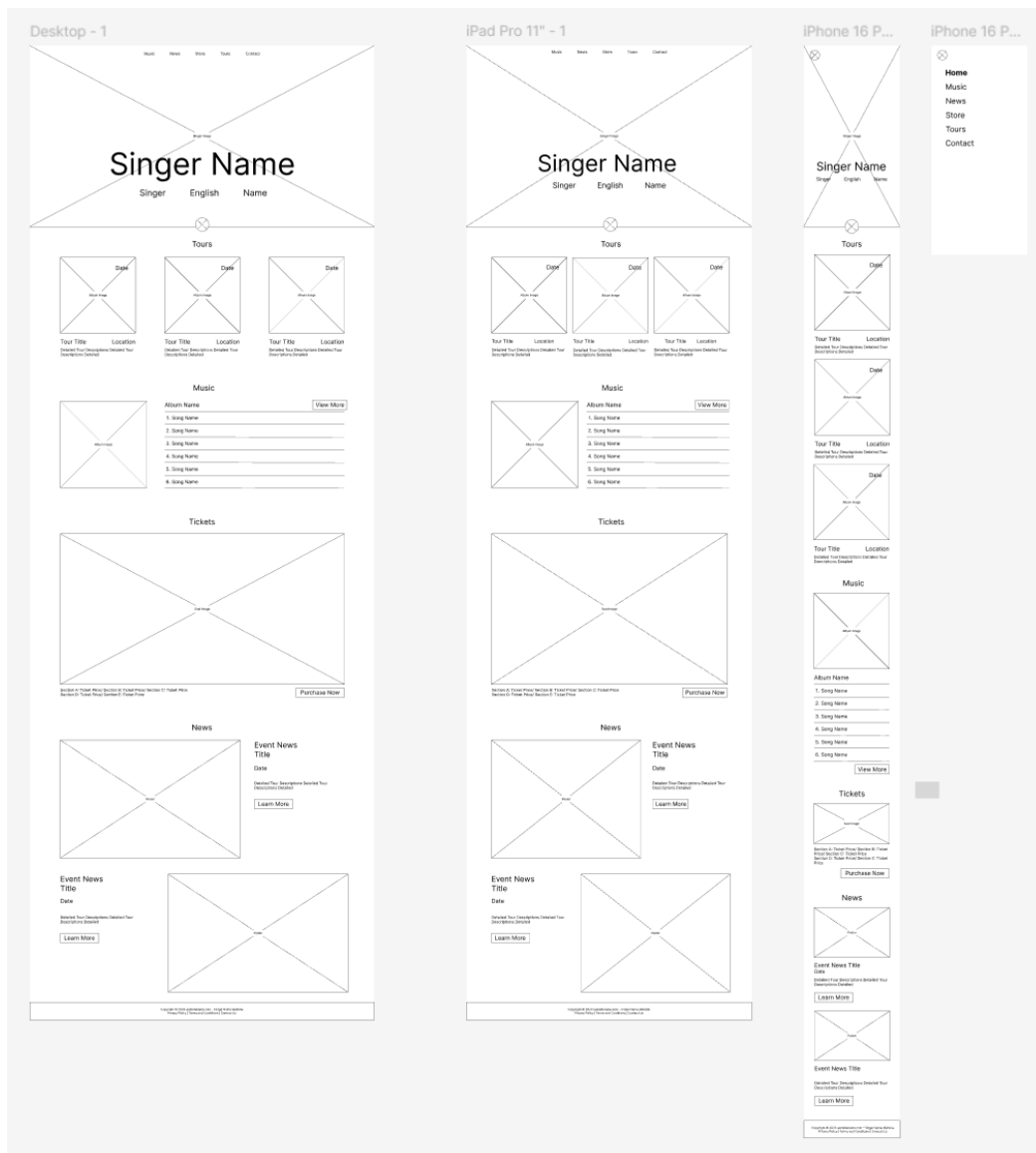
<https://rollingstones.com/>

This website inspired me with its bold design. The color and images match the iconic rock band's energetic identity well. It delivers a visually engaging experience while maintaining easy navigation. The site uses parallax scrolling and integrated videos. I like the way it uses mostly fluid transitions, which keeps the contents consistent but compatible for all devices.

<https://www.nopartyforcaodong.com/zh-hant/music>

This site caught my attention due to its minimalist design style, which is consistent with the brand's value. The layout uses dark themes and carefully placed images to create a moody environment. It uses off-canvas really well to realize its minimalist style. The drop down menu on the top left corner contains the navigation to keep the overall site very clean.

From Left to Right: Desktop, Tablet, Mobile. Tags on top of frames.



In case the image is too blurry:

<https://www.figma.com/design/wuYUQsAa2dto9l2W1vnQbg/Assignment-3?node-id=0-1&t=U3y074sDE4tCCz2R-1>

The pdf file is also included in the zip file.

I used this transition design: "off-canvas". Because Song Dong Ye is a folk singer whose music is known for its simplicity and emotional depth. To reflect this in the design of the webpage, I aimed for a minimalist and clean aesthetic that allows the music and the artist's message to stand at the forefront.

For the theme color, I chose black, gray and white to be consistent with the style of the singer. So I used a simplistic "poppins" font for most of the text and a hand written style font for the main titles to embody the nature of folk singer.