REFLECTION REPORT

RESEARCH: 8 DESIGN ELEMENTS UTILISED IN MY WEBSITE

1. Colour –

A pop of orange combined with monochromatic colours was used to convey a modern mood that caters to my target audience of young millennials.

2. Value –

There was a lot of black and white contrast for text for easy readability and a clean feel.

3. Texture –

Textures were used as decorative element for backgrounds of banners (in look-book and shop categories)

4. Shape –

There was a repetition of positive rectangular shapes and a lot of negative space to give a clean feel. I also utilized repeating button styles to increase unity and cohesion.

5. Form –

There were separated sections for header, body, and footer. Sections were separated by borders, shadows or lines.

6. Space –

Negative whitespace was used throughout website to let the eyes rest between focal points and add to the clean and modern look and feel.

THE OBJECTIVE OF THIS PROJECT

To understand and utilize the design elements in my website design effectively, while still maintaining a creative and unique approach.

I will be designing a look-book so, my goal is to convey the brand image (modern, youthful) and to display books in an interesting manner.

TARGET AUDIENCE

Teenage & Young Adult Females

THEME

Modern, Clean, Sophisticated

NAME

Victoria Chee

SCHOOL ID

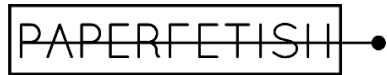**P1747306**

CLASS

DIT/1A/23

SUBMISSION DATE

11/02/18

7. Line –

Lines are a crucial part of my design, it being the defining element in my logo. I have used it throughout the website as separators, borders and drop shadows, and as an x-factor for my look book page.

PAPERFETISH

The Brand Logo

8. Type –

For good readability I have used a clean and simple sans-serif font, Open Sans, for long bodies of text. And another sans serif font for buttons and navigation headers, Raleway. I will use a serif font for banners.

RESEARCH: HOW I USED THE 10 DESIGN PRINCIPLES

1. Contrast –

Contrasting tones, black and white were used for text in header, body and footer.

2. Emphasis –

I used large and/or bold, serif font for banners to draw the most emphasis.

Larger san-serif, capitalized font were used for headers and small sans-serif font for long texts (to draw the least emphasis).

The user's eyes will move from the largest and boldest to the smallest.

3. Balance –

Space was evenly filled. Colour was balanced against white.

4. Unity –

There were reoccurring black lines in the theme.

5. Pattern –

Repeating shapes (rectangular blocks) and lines was used to create harmony.

6. Movement –

Parallax scrolling was in the look book page to create a 'floaty' falling effect for images and elements while user scrolls.

7. Rhythm and Repetition –

Black borders and repeating rectangular blocks were used throughout.

8. Proportion –

Two sizes of font big and small were used.

9. Simplicity –

I only show what is needed. E.g. for the collection section what is needed is: banner with product or banner font, title font, description font and button only.

10. Gradation –

I will be using gradients as a fill for the colour blocks behind the product image, so as to create interest and draw the eye in.