**Design Template for Original Website**

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The content of my website is based on the fictitious book launch of an actual person named Catherine Gillard. I decided to opt-out of the traditional multi-page web design and create a one-page scroll experience instead. In my opinion, this approach provides a more seamless user experience due to the very narrow content focus. Further, the likelihood of the site visitor staying engaged is greater as scrolling is more intuitive and less time-consuming than clicking and waiting for a new page to load.

The site has a clear visual hierarchy. The hero banner is a short looped, and muted video of the author celebrating her book launch. Here, the user gets welcomed as well, with a personalized overlay extracted from the input of the prompt message.

The following section contains a book launch countdown clock. Visual interest got added by a hover effect where the background colour changes from a subdued green hue to a vibrant lime green. The goal of this website is to create awareness and garner book pre-orders. Therefore, users will find an order button in every main section related to the book or the author. Repetition occurs as well in the section layout. Headings and text stand out by using different font sizes and styles. Libre Franklin is the font type for headings, and Libre Baskerville is used for text elements. These fonts have a traditional and trust-evoking feel to them that helps to underscore the credibility of the author and her book. Contrast is infused by using serif (Libre Baskerville) and sans-serif (Libre Franklin) font types. The colour scheme contains variations of analogous colours like yellow-orange, green, and blue. This colour combination is derived from the dominant colours in the images used on this website. They create a feeling of hope (yellow-orange), trust (blue) and growth (green). These are all emotions the author wants to communicate with her book.

 About the Book and About the Author are sections that show great visual contrast by using a light font colour on a dark background in one and the opposite in the other. Consistency is achieved by repeating but reversing the location of text and image within the two-column layout in these sections. Alignment varies between an edge alignment in the header/footer and the *About the Book* section, and a center alignment in the other parts. The alignment changes from section to section in order to create variety and a dynamic feel.

The contact section appears at the bottom of the site in proximity to the author section. It is visually separated using a background image instead of background colour. Each section builds upon the next in progression (introduction of the book launch, introduction of the book, introduction of the author, then contact the author). They are all in proximity of each other.

The site can be navigated through scrolling or using the navigation bar in the header and footer. Each section has anchor points that are linked to items in the menu.

Interactivity is not only introduced through scrolling but also through various elements on the page itself. Animated buttons, click-through images, prompt messages, on-click popup windows, hover effects, and a fillable contact form are all purposefully placed to create an engaging and meaningful user experience.