I suppose my primary aim with a portfolio would be to make an appealing site for my writing, but most specifically, for the sake of having a defined aesthetic, it would be to promote my novel *Pretty Like a Veil*, although I would like to have appealing pages for my other primary writing project, as well as just a general author page.

To reflect some themes of the book, a purple shade and a not-quite full black would be the main choices, as both of these colors align with themes and major components in the novel. White, gray, and red/orange are also colors that align with the novel’s aesthetic.

Font, however, would basically be all black, outside of the header on the main page. Backgrounds would basically all be either white, purple, or black, depending on the page. The home page would be white with a black footer and some line work at the top that would be black and the tertiary pages, well one would be all black, across all sections, and one would be mostly a pale purple. I would not make link text a different color. I would place one link in the large main text on the pages, but otherwise there would be a more traditional menu, but the home page main-text would have no indicator that it was a link, other than the cursor altering shape. Header text. This would be designed more as a curious aside to the functionality of the website, something more explorative, rather than something designed to be intuitive.

**Text Content for Webpage**

Home Page (a video of moving clouds would be ideal for background, tinted purple)

Header – Follow the Trail (leads to a page to page 3) Contact the Author, Castle Merchandise (Small slightly rounded black perimeters make these look like buttons the lins)

Body – the Gloomy Castle – big font that fades into existence if possible

Go forth, explore. The castle is a grand place. New rooms are being built every day… – Lacidius

Footer – Contact – Merchandise (books and shirts) – Who I Am (link to bio, same as follow the trail)

Author Page - Second Page –

-Header - Dreams of war, Dreams of lust, Dreams of *the Gloomy Castle*

I am Esther Mariano and *Pretty Like a Veil* is a novel about American Suicide in the COVID era. It is about fatalism in the United States, the things we do in the pursuit of happiness that are in fact in the pursuit of self-destruction. Follow the trail into the castle.

Page 3

Header: Pretty Like a Veil (stylized font)

Body: and somewhere partially hidden in the violet shrouds is *the Gloomy Castle*. It can wrap us like a ribbon… - Lacidius… Ladicius (text is a link and takes us to page 4)

Page 4

Header: Pretty Like a Veil (stylized font)

Now what is ladiciuS backwards? (is a link and takes us back to home page)

<https://www.velvetspectrum.com/>

Portfolio 1

<https://socketstudios.com/>

Portfolio 2

<https://www.jessica-caldwell.com/>

Portfolio 3