**Experiment 7: App Layout Creation using GIMP**

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**Aim:**

To create and analyze an e-commerce app homepage layout using GIMP, focusing on structured sections, visual balance, typography, and color dynamics to deliver a realistic shopping experience.

**Tools Used:**

GIMP (GNU Image Manipulation Program

**Procedure:**

**Step 1: Install GIMP**

* Download and install GIMP from the official website.

**Step 2: Create a New Project**

* Open GIMP and set up a new canvas with dimensions suitable for web (standard dimensions around 1200x800 pixels were used).

#### Step 3: **1. Header Section**

* **Left**: Company Logo (Text-based: "LOGO")
* **Center/Right**:
  + Navigation link: “Home”
  + Search bar
  + Cart icon (🛒)

***Design Notes*:**

* **Typography**: Bold and clean sans-serif fonts used for readability and simplicity.
* **Visual Balance**: Well-spaced header components maintain symmetry.
* **Functionality**: Clear navigation, quick access to cart/search.

**2. Hero Banner**

* **Text**: "Sale up to 50% off"
* **Button**: “Shop Now” (Call-to-action)
* **Color Scheme**: Burnt orange background with white text for strong contrast.

***Design Notes*:**

* **Visual Impact**: Bold sale message grabs attention.
* **Typography**: Strong weight for emphasis; CTA button contrasts well.
* **Color Dynamics**: Warm tones evoke excitement and urgency to shop.

**3. Categories Section**

* **Title**: “Categories”
* **Items** (Each in a rounded card):
  + 👗 Women
  + 👕 Men
  + 👟 Shoes
  + 👜 Accessories

***Design Notes*:**

* **Icons**: Help in quick category identification.
* **Spacing & Layout**: Evenly spaced cards maintain balance and white space.
* **Typography**: Mid-weight font, clear and minimal.

**4. Featured Products Section**

* **Title**: “Featured Products”
* **CTA**: “View All” (Top-right corner)
* **Product Cards**: Horizontally scrollable or fixed row layout
  + Images of male models in sportswear (Adidas, USPA, etc.)

***Design Notes*:**

* **Visual Balance**: Consistent image sizes and spacing.
* **Typography**: Keeps user focused on products.
* **Color**: Product colors are vibrant and natural, set against clean white background.

**Color & Typography Summary**

* **Primary Colors**: Orange (CTA banner), Black/Grey (text), White (background)
* **Accent Colors**: Icon colors (red, blue, brown, etc.)
* **Typography**:
  + Headers: Bold sans-serif
  + Body: Clean, simple sans-serif
  + Buttons/CTA: Emphasized with higher contrast and subtle rounded borders

OUTPUT:

