

## 2. Website Design

As the name of the website is tiger talk, the theme of the website is yellow and black. However, to make the website aesthetically pleasing the shade of yellow used would be Mellow yellow as it isn't as bright as most shades of the same color. Both the header and the footer of the website is black in color. This is in contrast with the white background of the website. The navigation panel is black, and it blends in with the header. The color of the navigation links in the panel is white but when somebody hovers the cursor on the links they would change their color to Mellow yellow. The navigation links in the footer would also follow manner of style. The drop-down menu is black in color. By the use of yellow color, the categories in which the website is divided is also highlighted. This highlighting of the main navigation menu would also make the more website easy to learn due our natural tendency of concentrating on colorful text.

The website does not contain any side bar in desktop view but the dropdown menu in the mobile view of the website and replaced by a side bar in the mobile view. The sidebar would also follow the theme of the drop-down menus present in the desktop view.

The homepage is divided into sections to help the users find information quickly. The different sections are also separated by color. The first section has a white background. This section contains the image slideshow which covers most of the feature area.

The second section contains all the latest blogs in main three content categories, namely, art, techniques and supplies. The background color is Mellow yellow, keeping up with the theme. The headings and the paragraphs are black in color. The headings have a higher font size than the paragraphs. The images would always occupy more space than the text on this section of the website. This plays into the fact that images would be more engaging than text to the visually oriented audience of the blog. Additionally, the images and the headings underneath the images would both be links to the blog post they are introducing to the users.

The third section contains information about the artist of the week in various categories like sketching and painting. This section contains another image slider which showcases the artist of the week from different categories.

The same style of large images as the homepage would be present on each blog to create a visually stimulating experience for the users. All the text and images on the blog would be aligned to the left. All the paragraphs of text on the website would be black or contrasting with their backdrop.

All advertisement would be contained in a section of a desaturated Mellow yellow color. This is done to differentiate the advertisement from other images. It would also help prevent the user from creating an error by the user by mistakenly clicking the advertisement when it was perceived as an image.

Lastly, all links on the page would animate to change color like the navigation links and be underlined when they are hovered upon. When an image would be linked to another page, the image would develop a yellow border when hovered upon.