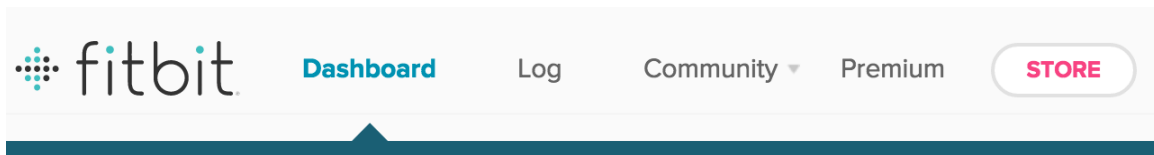


Sarah Mitchell  
WRA 210

## Module 6

### Inspiration



emily mcmachen

about

work

play

resume



## Color Palette



## Typographic Reference

**THIS IS A HEADING**

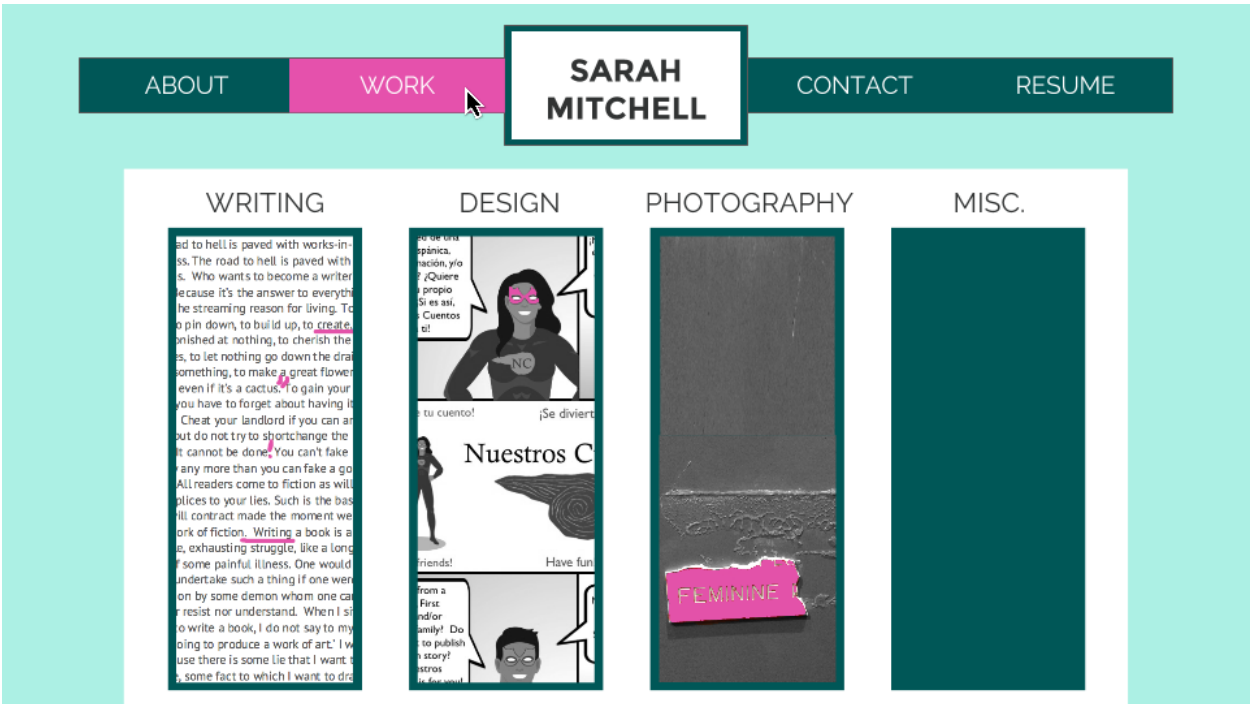
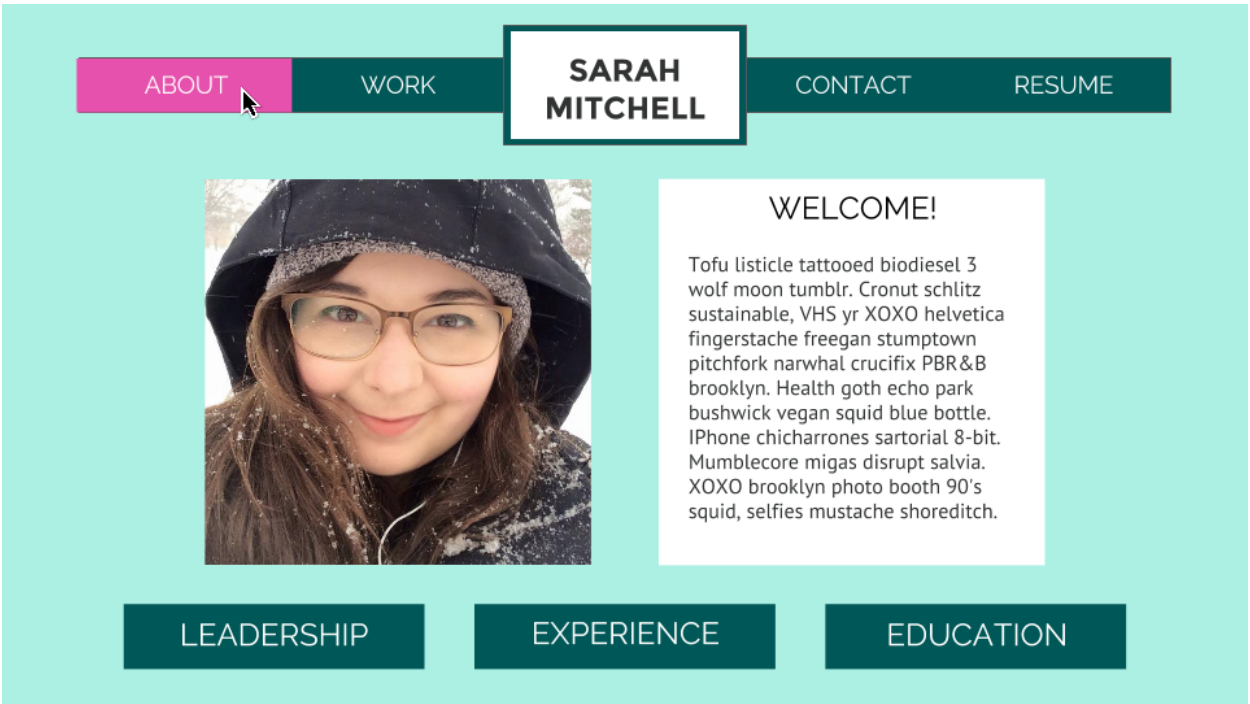
**THIS IS A HEADING**

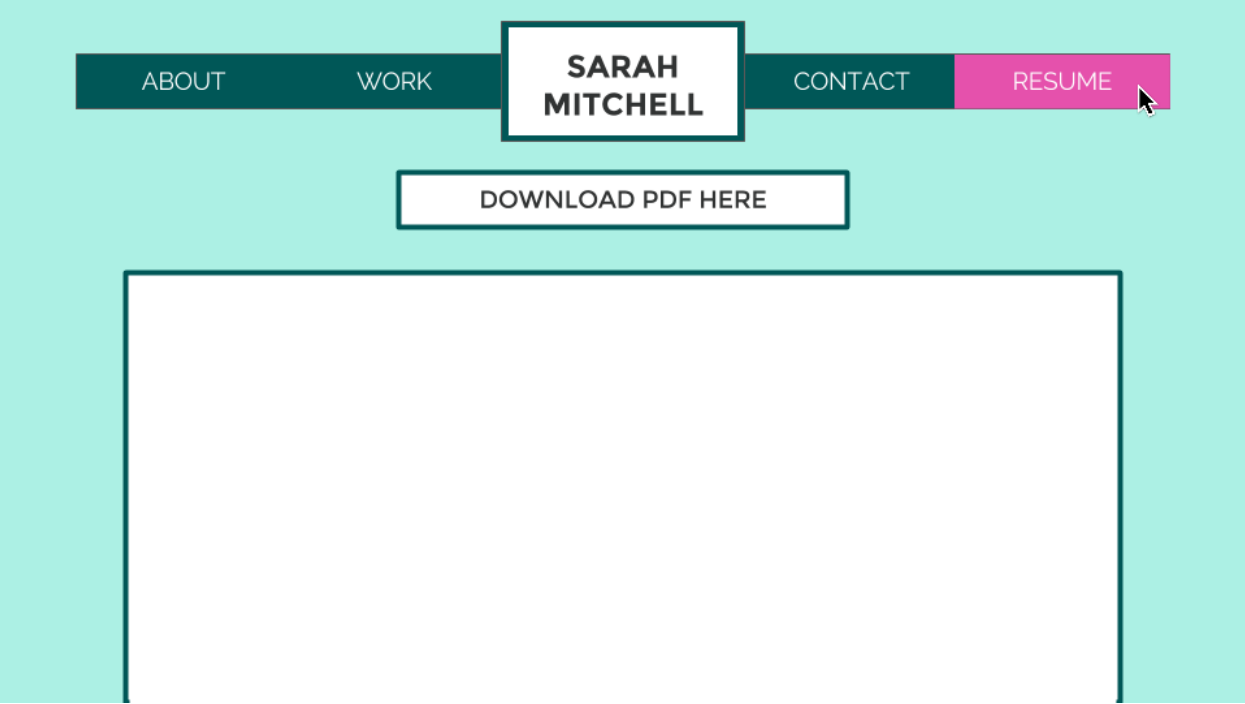
THIS IS A SUBHEADING

This is some body text

Heading: Montserrat   Subheading: Raleway   Body: PT Sans

Design Composition:





## Design Choices

I drew inspiration from many places. For example, alumni Sean Burns' homepage inspired the preview-image format of my Work page. I thought it was a creating and exciting way to introduce information. I chose to use a box format for my Contact page after seeing alumni Emily McMachen use boxes on her portfolio. I found them to be very efficient and aesthetically pleasing. By discussing it in her interview, she also inspired me to leave out a homepage. I based my color palette off of Fitbit.com, because I have always found the site to be very modern and welcoming. I then tweaked it to what I felt would best represent my public e-portfolio.

Like Fitbit, I rarely use black on my site. Instead, I use a dark gray. This makes the text seem more relaxed and modern, without being too hard to read. I chose to use dark and light teal because teal is one of my favorite colors. I own a lot of teal-colored objects and clothes, so I felt that it would reflect my personality. I also think of it as a very welcoming color: it is energetic without being too vibrant, and compliments many other colors. I chose magenta as an accent because it works well with teal and grabs attention easily.

My typography was not so easy to choose. I wanted something professional but not uptight, modern but not over-the-top. I found this balance in Montserrat, Raleway, and PT Sans. The contrast in weight between Montserrat and Raleway gave them some distance from each other; however, they are both very crisp fonts, so they still coordinate. I like Calibri as a body font, but it's too commonplace for a website, and it doesn't fit well with the headers. I chose PT Sans as its replacement. It is professional but not commonly used, and goes well with a lot of other fonts. With these three fonts together, I formed my typographic aesthetic.

Overall, I didn't stray too far from the design of my wireframes. I tried my best to make the site structure efficient and organized but keep the tone modern, welcoming, and professional. I may vary my design as I build my actual website, but the live site will most likely look similar to this design composition.