Style Tile
version:1

Logo IDEA's

TABEA GRSL

TABEA GRSL

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Possible Colors

Background Images/Textures
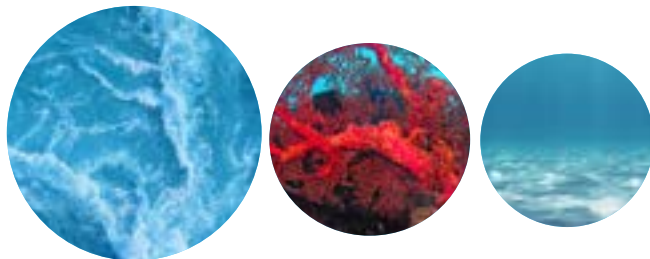
Font's used

This is an Example of a Header
Font: Amatic SC Color; RGB: 4,46,84

This is an Example of a Sub Head
Font: Crimson Text; RGB: 4,46,84

and this is an example of text paragraphs.
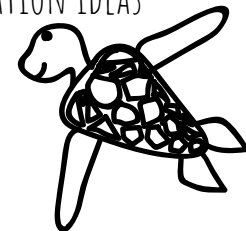Font: Crimson Text Regular; RGB: 0,0,0
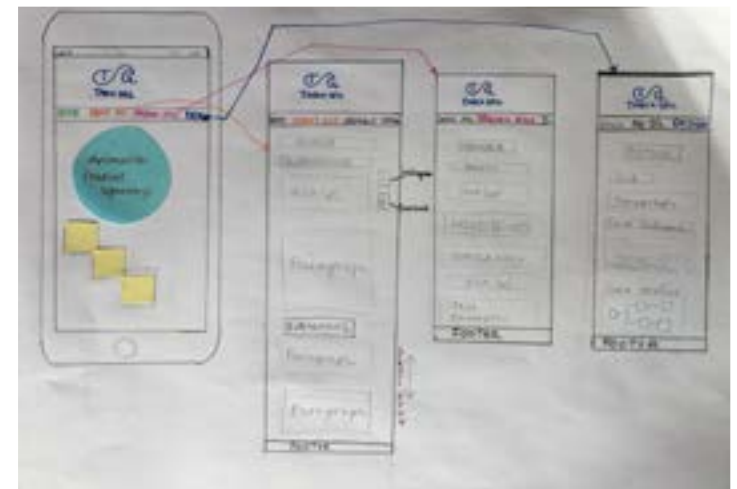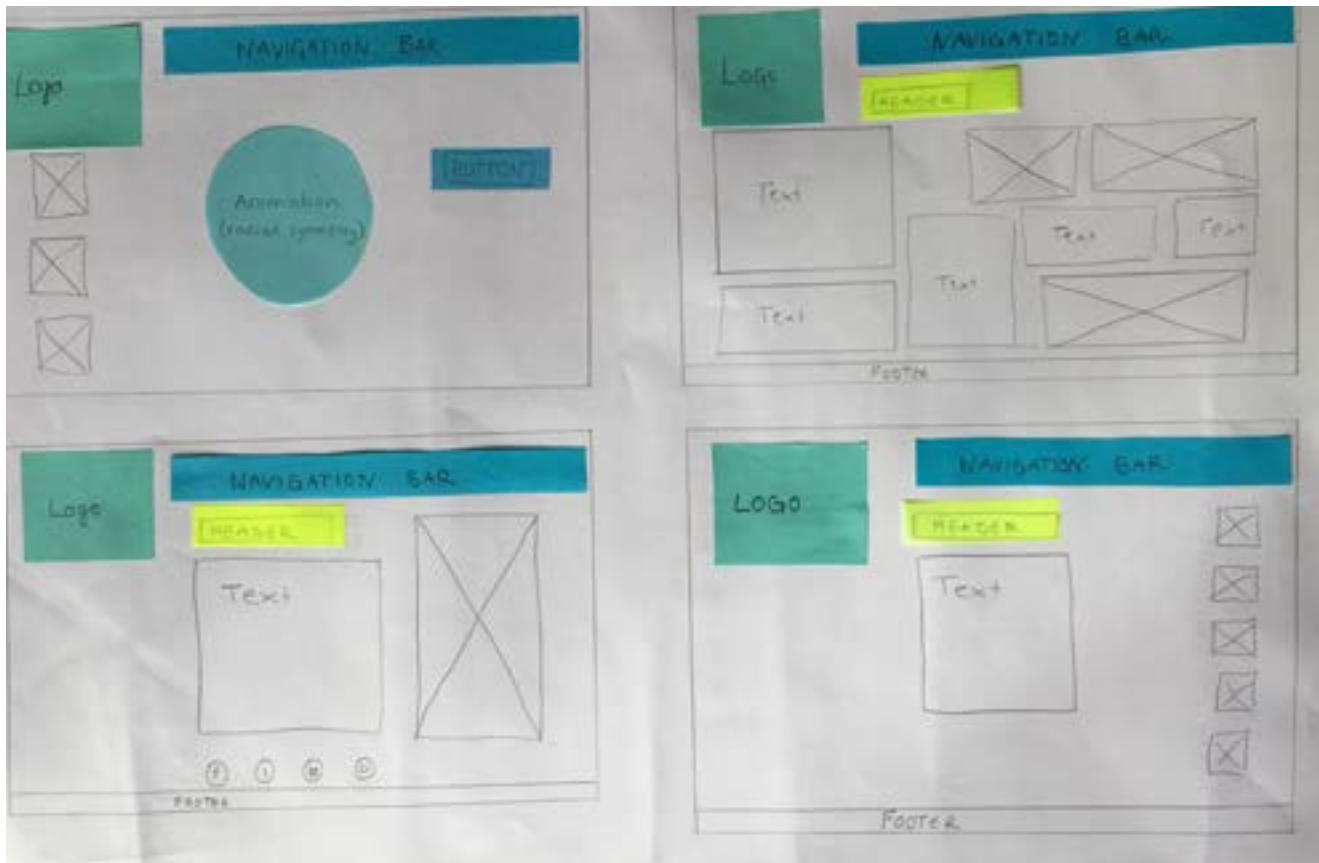
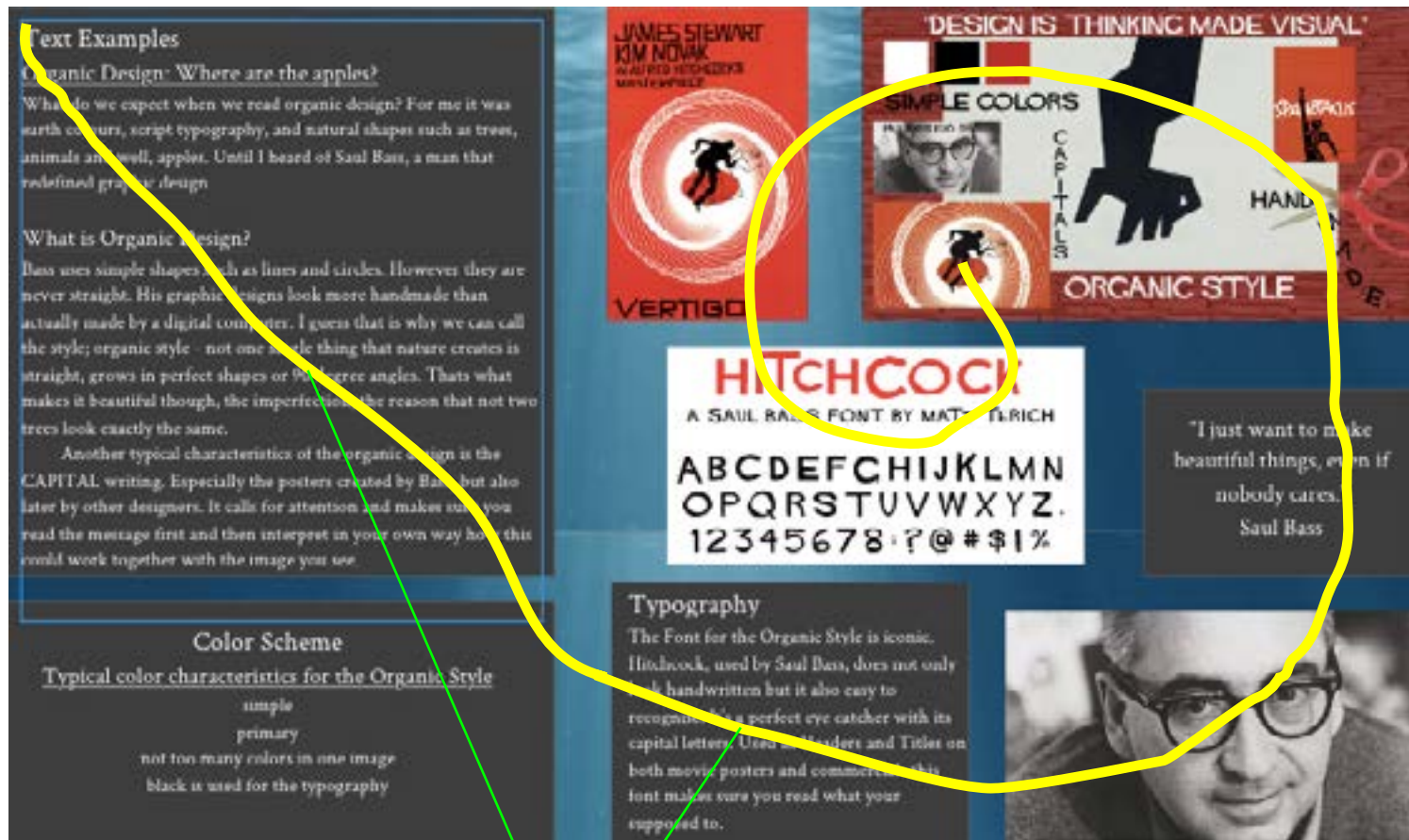## Keywords

Ocean
Blue
Freedom
Confidence
Trust

BUTTONS

DIVE IN

Animation ideas

Navigation Bar

HOME   ABOUT ME   ORGANIC STYLE   DESIGN

Paper Prototypes

Text Examples

Organic Design: Where are the apples?

What do we expect when we read organic design? For me it was earth colours, script typography, and natural shapes such as trees, animals and well, apples. Until I heard of Saul Bass, a man that redefined graphic design

What is Organic Design?

Bass uses simple shapes such as lines and circles. However they are never straight. His graphic designs look more handmade than actually made by a digital computer. I guess that is why we can call the style; organic style - not one single thing that nature creates is straight, grows in perfect shapes or 90 degree angles. Thats what makes it beautiful though, the imperfection the reason that not two trees look exactly the same.

Another typical characteristics of the organic design is the CAPITAL writing. Especially the posters created by Bass but also later by other designers. It calls for attention and makes sure you read the message first and then interpret in your own way how this could work together with the image you see.

Color Scheme

Typical color characteristics for the Organic Style

simple

primary

not too many colors in one image

black is used for the typography

JAMES STEWART
KIM NOVAK
IN ALFRED HITCHCOCK'S
MASTERPIECE

VERTIGO

'DESIGN IS THINKING MADE VISUAL'

SIMPLE COLORS

CAPITALS

HAND MADE

ORGANIC STYLE

HITCHCOCK

A SAUL BASS FONT BY MATT TERICH

ABCDEFGHIJKLMN
OPQRSTUVWXYZ.
12345678·?@#$!%

"I just want to make beautiful things, even if nobody cares.

Saul Bass

Typography

The Font for the Organic Style is iconic. Hitchcock, used by Saul Bass, does not only look handwritten but it also easy to recognise. Its a perfect eye catcher with its capital letters. Used as Headers and Titles on both movie posters and commercials this font makes sure you read what your supposed to.

Golden section/Golden Spiral

On my page with themost content I tried to fix or zoom the users eye first to the red right top. Thats were all the action happens and afterwards when the user zooms out there is more information

Rule of thirds
3 images beneath each other

Proximity
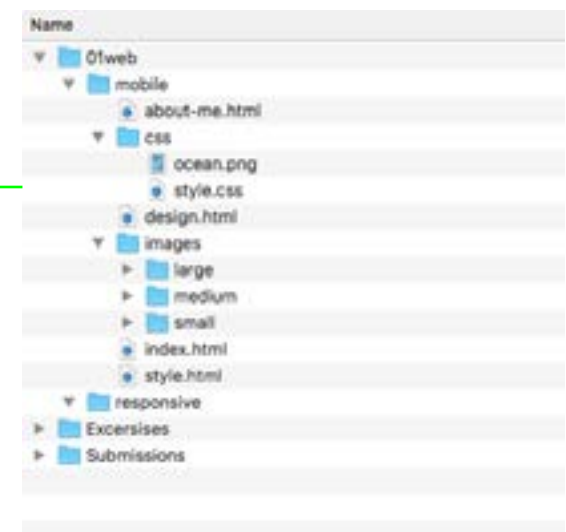"what is close together belongs together"
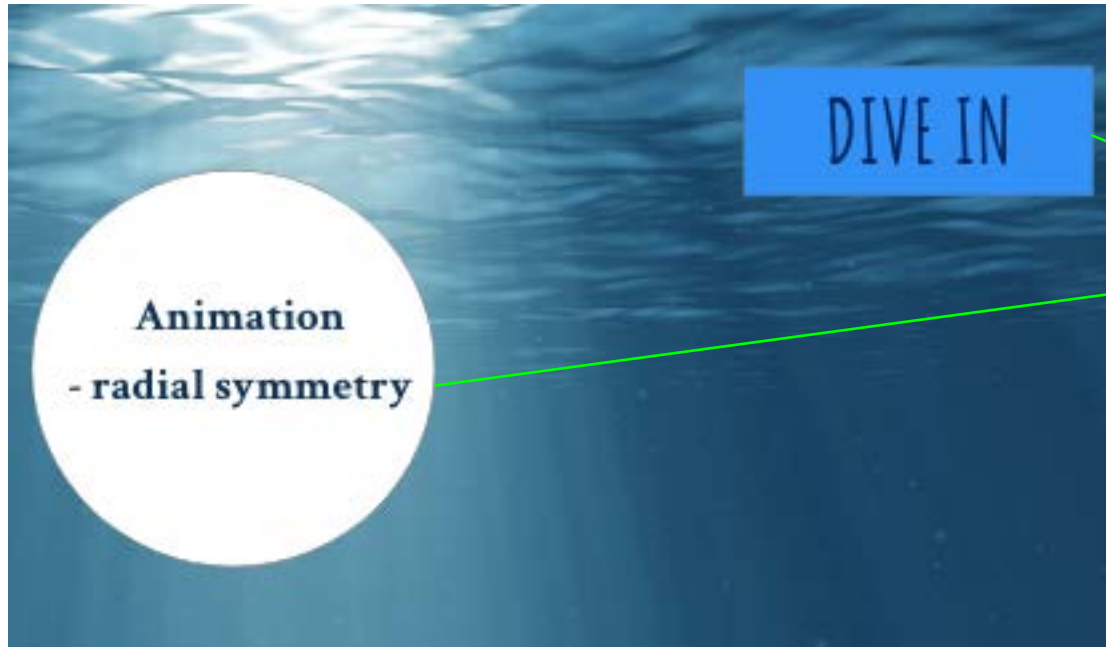user can see that those images are related to
each other

Closure
border around the images, closing them

Connection

Folder Structure
shows the
organisation of
this website.

Name
▼ 01web
  ▼ mobile
    • about-me.html
    ▼ css
      🖼 ocean.png
      • style.css
    • design.html
    ▼ images
      ▶ large
      ▶ medium
      ▶ small
    • index.html
    • style.html
  ▼ responsive
  ▶ Excersises
  ▶ Submissions

Design principles in use

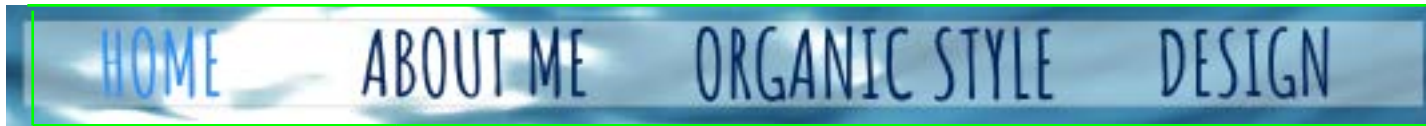
DIVE IN

Animation
- radial symmetry

Contrast

One object will move, the other won't. One Rectangle, one circle (Radial symmetry)

Contrast

Typography:
different font size,
style and color.

TABEA GRÖSEL - STUDENT AT KEA

I'm 23 and grew up in a beautiful small town in Germany.

Design principles in use

Closure
box closing off the main sections
(navigation bar)

Proximity:
close together - belongs together
user knows that these are all main
section of the website.

Figure ground phenomen

Logo-box on top of the background
and Logo + Logotext on top of the
Logo-box

To test my Website I run a trunk test with 8 different people, both students but also people outside KEA.
I included these questions.

- What site is this?
- What page are you on?
- What are the main sections?
- What navigation options do you have in this page?
- Where are you in the Scheme of things?
- Is there a search bar?

My testants had no big difficulties answering most of the questions. However some could not answer where they have been in the Scheme of things. They knew what page they were on at any moment, but to figure out the whole content was difficult.

Surprisingly many said there is no need for a search bar because the page is so small that they could find things easily.

To get to know the User Experience of my testants a little more I also asked Questions outside the 6 trunk test questions. Most users where confused with my "DIVE IN" button. Something i considered to be genious turned out to be the most confusing.

Positive Feedback I got about how simple the navigation was and that it was very easy to maintain a good overview over the whole page.

Link to XD Prototype:
https://xd.adobe.com/view/4ba8e6d7-30cd-47c9-5abc-8ab874ca523e-3d99/
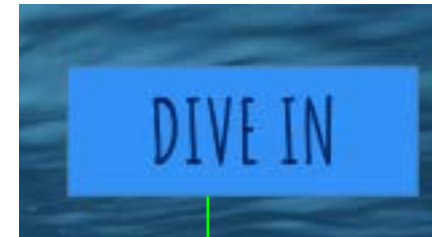
DIVE IN button is supposed to lead people "deeper" into my webpage and lead them to my portfolio. However it turned out to be the thing users felt most interested but also most wondering and confused about.

Things to be improved/changes

- be clear on my homepage about the content "webdesign by a student"

-specify DIVE IN button, put it in context with something that explains it better

-make it look less like a blog, more like a design webpage, less photos.