

# Assignment 3

## Design Choices

**I used this transition design:** "column drop"

I chose to use "column drop" because I was mainly inspired by Ariana Grande's website (listed in the reference websites), and I wanted to have columns of merchandise images and other content that could be stacked on top of each other on smaller screens.

## Font Choices

Also inspired by Ariana Grande's website, I wanted to use two fonts that have a contrasting relationship. Larger sized text would be more fancy while smaller sized text would be more simple. Ultimately, I chose Merriweather (more fancy) for larger sized text to show Sabrina Carpenter's aesthetic and overall feeling from her recent songs. I also chose Open Sans (more simple) for buttons so that the website would be more simple.

## Color Choices

Since I wanted to create a minimalistic tone to the website, I only used three colors: beige, white, and red. Red was used for the buttons and also aligns with Sabrina Carpenter's image, where her merchandise in the images have a lot of red as well. Inside the buttons were white words so that it stands out against the red. Beige was used to soften the image to create a clean, neutral webpage. In addition, there is good contrast between the colors.

## Reference Websites

I've chosen to create a website for Sabrina Carpenter's concerts. Her website includes several sections, from new song releases, to VIP experiences, fan interactions, a gallery, merchandise shop, and follow for notifications. I chose the following websites to gain inspiration from female singers that were popular among Gen Z, similar to Sabrina Carpenter.

**Website:** Taylor Swift's Home Page

**URL:** <https://www.taylorswift.com/>

**Inspiration:** I chose this website because I was inspired by this website's minimalist design. There are simple, muted colors. The website is mostly fluid for its transitions. Some sections that inspired me were the three columns used for shopping merchandise and the large image of Taylor Swift when you initially enter the site. I also liked how buttons had a border around them

so it is obvious that those are buttons. Lastly, I was inspired by the last section of the page that allows you to sign up for notifications.

**Website: Beabadoobee's Tour Page**

**URL:** <https://www.beabadoobee.com/tour/>

**Inspiration:** This website uses column drop, although there's not much on the website to adjust anyways. The design is minimal, and contains a list of tours and buttons to buy tickets. I enjoy how it is easy to browse for the tour that you would like in a vertical list format. I was also inspired by the section that allows you to sign up for notifications. Overall, I chose this website as a reference because I wanted to use a similar vertical table to list out the tour dates and times.

**Website: Ariana Grande's Home Page**

**URL:** <https://www.sabrinacarpenter.com/home/>

**Inspiration:** I chose this website because it does a good job at using column drop, where the three columns which display store images drop vertically and stack on top of each other for smaller screens. I was inspired by the large Ariana Grande image when entering the website. I also liked how the "Ariana Grande" name logo was at the top, center of the page. In addition, I thought it was nice that there was a contrast between fonts on the website. For example, "eternal sunshine" is in a larger, more fancy font, while smaller text is in a more simple, less fancy looking font. Lastly, I was inspired by how the website uses sections to introduce her songs and has a button for viewers to stream the song.