Adrian Brandshaug
Semester Project
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Introduction

In the design process of making the website I focused on the main target for the website which were primary and middle school children (age 7-15) and families with young children. I started thinking about the colour choice because that is an important aspect of the design process.

I started to make a colour palette with adobe Xd. I used a lot of time in this process because colours are a very difficult subject in design, because colures are very subjective. But I had some ideas for what colours I wanted to use. I wanted to use colours I felt would appeal to the target audience. I came up with: Orange, since this colour has a feeling of energy, enthusiasm and creativity. Green, because it is often used with nature and environmental websites, it is easy on the eye.

Content management:

Since my target audience was between 7-15 years, I wanted to make an easy and understandable website. I made the navigation easy to use and understand. I used fonts that where easy to read, which also looked appealing. I chose photos that both suited the website and the brands target audience.

For SEO guidelines I made unique titles for each html page, I also used the meta tags. And for images I used the alt tag to describe the image.
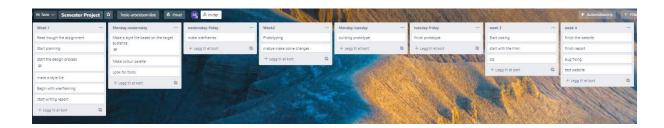
For WCAG guidelines I used Toptal to test the website for different types of colour blindness.

Summary in what I would have done differently next time

Over all I feel the assignment was alright, all in all each task took longer time than anticipated and some tasks I really had to work on a lot to get right. Technically I think the tasks were ok, but I struggled with making it compatible for mobile.

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