

A PDF document compiling the following parts: rationale of font choices, rationale of color choices, and design transition pattern.

I chose fonts that weren't too formal because Nicki Minaj's brand is not formal. For the majority of the font, I chose Oswald because it was similar to what she uses for her normal branding and it is pretty simple. For the largest text that describes her name and concert, I used Kanit because I think it is still pretty simple, but it has more personality. I think the 2 fonts also have similar styles, both serif.

For color choices, I chose the main color based on her original branding and I utilized a lighter shade of pink with glitter as the background because I think it complements the darker hot pink, but it is less bold and works better as the background behind text and images.

For the tablet transition pattern, I chose to drop the 4 columns of albums to become 2 columns and the bottom row of 3 to instead be 2 and 1. Ultimately, I think it was too cramped. I also changed the size of text such as links and titles because I think they were too big. Then for the phone transition pattern, I made everything be one column, except for the albums, which I left as two. I think ultimately it was what looked most comfortable and aligned in concept and feel of the original website. I had altered some of the padding and margins because they seemed too big when the width was smaller. I used a column drop because I think the information all can be included, just not as cramped.

