EECS 130

Assignment 2

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1.The 3 values I selected were simplicity, creativity, and energy. I chose simplicity because I don’t like it when things are jumbled and hard to understand when looked at. I also chose creativity because I don’t like looking at plain things with no essence to them. Lastly, I chose energy because I want a website to invite me and keep me looking at by giving me energy and nice colors I am attracted to.

2.The websites that were inspiring to me are these listed below:

<https://dennisberti.com/>

<https://bynugno.com/>

I liked the first one because it was animated and a lot of the website moved into place when you first load the webpage. Then it eventually settles down and has a simple yet sophisticated look to it without having too much going on. I liked the second because it was simple yet modern with the approach of having just one central image with a thick white border surrounding it.

3. The style guide that I drew inspiration from was Shopify’s Polaris. This guide was very simple, while the colors were vast and the artwork/drawings looked nice on a website, without too much going on. I believe that colors and simplicity make a website attractive to consumers and people in general, with the ability to navigate easily to be a large priority for individuals. Nothing is worse than not being able to find what I came for, and Polaris makes everything come to life without making things confusing.

4. My design communicates simplicity because there isn’t too much going on so that the website visitor is confused when they arrive at the website. They know exactly where the information and stories are to be found. It also exhibits creativity and energy at the same time due to the color palette I chose of warm colors balanced with dark deep colors to create a contrast that has depth while is also inviting to the visitor.

5. If I had more time, I would try to see if I could animate some aspects of the website and possibly mess with the colors some more to find ones that mesh well together on a website. Additionally, I would like to make it more user friendly by including a search bar so people can find what they want easily.