

Design Document – Anneke K.

Name of Site:

Terra Life

Description of design concept/approach:

The website I am designing for is one that sells sustainable lifestyle products to help minimize plastic waste and encourages sustainable living practices. The design goals I have for this site is to keep it simple and easy to navigate and promote the minimalist lifestyle through aesthetics. I want the overall color scheme to be warm, clean, and inviting.

What you hope to accomplish with you design concept/approach:

Through the design and concept, I want to utilize skills that I have learned through CSS and combine them with my own designer's eye.

Other sites I looked at for inspiration:

<https://thechalkboardmag.com/low-waste-lifestyle-tips-lauren-singer>

<http://trashisfortossers.com/a-beginners-guide-to-zero-waste-living-ps-it-doesnt-happen-overnight/>

<https://www.behance.net/search?search=website%20branding>

Other sites for comparable business that justify your concept/approach:

<https://packagefreeshop.com/>

<https://www.blueland.com/>

<https://zerowastecartel.com/>