

ANNIE SOMMER  
MODULE 6

In beginning my design for my portfolio, I looked to a few things for inspiration. First, I went to cutting-edge websites that I know have amazing design teams behind them. This brought to mind Million and Billion dollar companies, companies I know have serious cash to spend on a web design team. Apple, Google, and Microsoft were places that all had extremely polished corporate websites. I wanted to look here for the fundamentals of how to lay out the pages, navigation bars, and the overall look of the general forms on a webpage. What I found was that they all favored a long-scroll, one page aesthetic that I liked. I then incorporated these professional, modern-looking elements into my design while also making it my own. The second place I looked for inspiration was my own artwork and images. I used the eyedropper tool to directly select colors from one of my abstract photographs for inspiration for the color scheme. I used only unique graphics I made to give my site a custom tailored look. I added simple shapes like a circle and large rectangular navigation bar in a neutral color for both contrast and visual unity. Overall I wanted the colors and layout to be simultaneously vibrant and calming on the eye, and I think I achieved that. I looked to my favorite designers and artists' websites for font design, and utilized different fonts to evoke different feelings. My title font is a little funky, the Nav bar fonts are elegant and professional, and the text is comfortable to read and clean. All of these fonts unite nicely visually without being overwhelming. The elegant font is just elegant enough to evoke a very stark contrast.