| | title | fixed image |

Navigation

Page number

| photo 1 | photo 1 | photo 1 |

Photo description

footer

So, in creating this web design, I've tried to pay a lot of attention into things like design principles, color theory, and overall user experience. I wanted to make sure that the design not only looks great but is also functional as well. To look the decisions I've made creatively on this, and about why I made the design choices I did, we can look at things like the color palette, following design principles, choosing fonts, and adding interactive features.

First, let's look at the color palette. I carefully picked five colors, like #283618, #bc6c25, #ccd5ae, #e9edc9, and #faedcd. I didn't just choose them randomly, but I wanted to create a specific mood and feeling. I was inspired by natural colors to go with the theme of nature in the content that would be added later, so I used earthy greens and warm oranges to make the website feel calm and inviting. I also made sure to have a good balance of dark and light shades for contrast and readability.

Next, in trying to follow the C.R.A.P. design principles, I wanted the layout to look visually appealing and engaging to users. To do this, I used contrast to make sure the text stands out against the background and is easy to read. I also made sure to repeat certain design elements, like the footer and navigation bar being the same colour, to create consistency throughout the websites. The alignment of elements follows a grid system, which aims to give the design a sense of order and professionalism. I also used proximity in grouping related elements together, like the photos and navigation bar, making it easier for users to navigate the website.

Font selection was also important to me. I chose to go with sans-serif fonts like Arial or Helvetica because they have both a modern and clean look and are easily legible. This makes the text easy to read and adds to the overall contemporary and clean feel of the design.

Lastly, I added a fixed image at the top right corner of the design. It serves as a visual anchor for the website. This anchored image helps to add a touch of visual interest along with helping draw the user's attention to important information or calls to action.

Overall, the goal was to create a web design that is visually appealing, easy to navigate, and user-friendly. I wanted to ensure that users have a positive experience when interacting with my website, as the content it has in it is something that means so much to me. I hope my design choices resonate with one's vision and goals for the project.