

Project 1 Milestone 2

by Ariel Soriano

I decided to make my website logo a pear (rendered in Adobe Illustrator) in order to symbolize body shapes (since the site is all about changing one's weight, ideally losing it). A pear-shaped body shape is generally regarded as a plight millions of men and women around the world face. My logo hopefully puts a positive spin on such a negative aspect of weight loss. I chose the font "Avenir" because it is light and not flashy—it is clean and clearly conveys my site's theme. Again the site's colors olive, light lilac, and light maroon, are all triads of olive (the main color of the site) and therefor go well with each other. These light colors give off a safe and tranquil atmosphere, which is what I want when describing how to lose weight.

I chose a top-page navigation bar with mouse hovering effects to emphasize the main categories of the page. The layout (created with DIV tags) made the most sense to me because it follows an "F" layout. As I develop the site further I will work out the side bar (for additional sub-navigation links) and the footer styles more. The font in the body is the same as the logo and therefore meshes well with it.

