

Project 1 Milestone 3

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I decided to make the alternate version of my site greener, with a grassy background representing wholeness and nature. For the most part, the fonts have been all changed to Helvetica, a very clean and enduring font. The green banner behind the logo actually complements the image and typography more than the original (Version1) lilac banner. I might have to make this a permanent change since I can clearly make out a pear now!

Some of the main weaknesses of this new design scheme is too dry—everything is green. Monochrome is sometimes nice to have in a design but it doesn't allow my site to be edgy while tranquil—that's kind of what I want to achieve. One of the main strengths is that everything looks clearer and neater on a monochrome scheme. Although the DIV structure is much the same as Version1, this new color scheme just seems to mesh well. My audience will remain unchanged (people who want to lose weight and have struggled). Maybe the added green will enhance their resolve.