

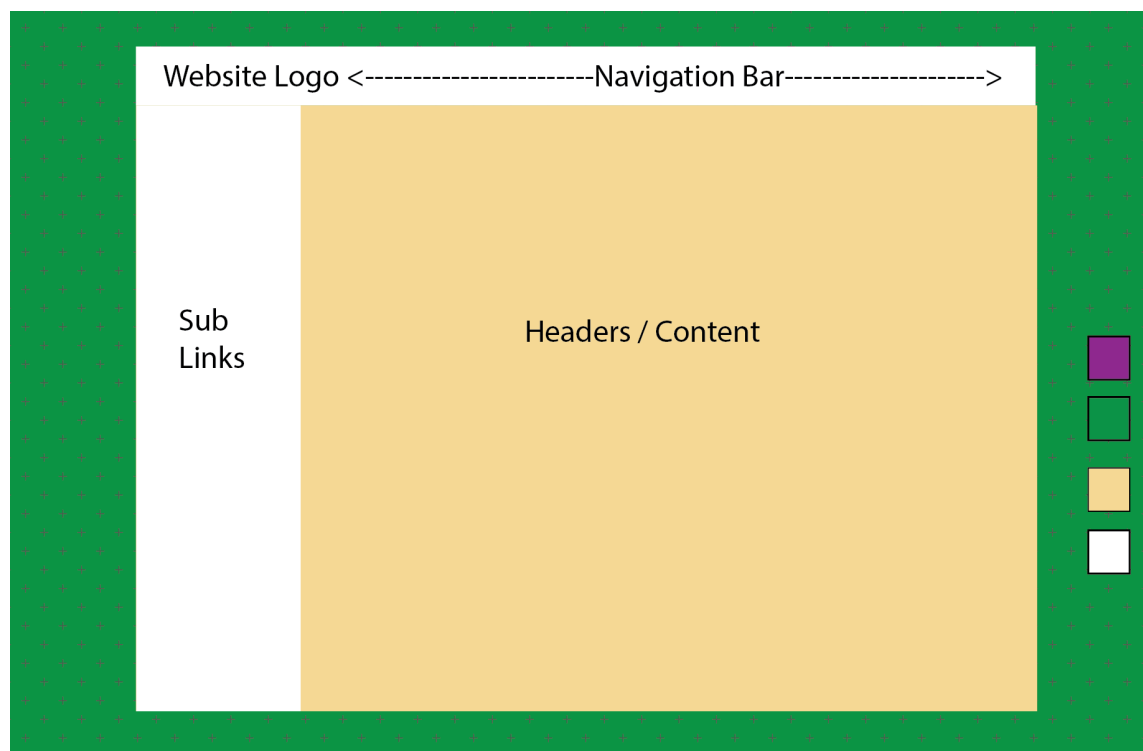
## Project 1 Milestone 1 Design Rationale

By Ariel Soriano

The main target audience for this website will be anyone who has struggled to lose significant amounts of weight in the past. I intend for this site to be a kind of “self-help” directory for effective weight loss methods. I would imagine the demographics of my audience being around 20-40 year old English speakers—possibly more females than males. The goal is to make the information on this site easy to find so that the viewers will get the potential solutions they need for their weight issues. On the site, I plan to have content ranging from my own experiences in failed diets and weight loss success, methods that I have found useful, scientific reasoning behind certain methods, general sound nutrition, and more such relevant content.

After more development and graphic rendering, my webpage should eventually have an “F” page layout. The navigation pane will be located on the top (see image) and will contain links to the most topical areas of my page. I placed the navigation pane here because research has shown that the topmost areas of websites are where web-users’ eyes gravitate towards, initially. The site logo, or some kind of relevant image, will be on the right of this navigation pane. On the left side of the page there will be sub-links to help the web-user precisely find what he or she needs. The content will go on the right of these sub links and will be separated in “chunks” of headers followed by some content (but not too much). After all, this is the homepage and it is supposed to catch the viewer’s attention instantaneously. Since most English speakers read left to right, the “F” style layout makes sense.

In terms of color scheme, the sketch below shows a swatch of 4 colors that were found to harmonize with one another. I created the background in Adobe Illustrator and then used a program called ColorScheme to find complementary and harmonizing colors that tie with background color. I chose green to be the prevailing theme color since it exudes warmth and traditionally symbolizes growth and safety—two very important concepts when making lifestyle changes such as weight loss. In addition, green is the most soothing color to the eyes. Changing the color to olive green is also a possibility in the future.



# What Losing Weight is All About

In a country where about 2 in every 3 people are at least overweight, its no surprise that many Americans strive to lose weight. Unfortunately, for most, losing the extra pounds is not as simple as opening up a "How To Lose Weight in X Amount of Days", subscribing to expensive programs like Weight Watchers, or even jumping aboard the "fad" diet train wreck.

```
1  <html>
2      <head>
3          <title>LifeStyle Changes: Losing Weight the Right Way</title>
4          <style type = "text/css">
5              /* Properties set here affect entire page */
6              body {
7                  font-family: Georgia;
8                  color: black;
9                  background:url(green_cross_tile.jpg) center center;
10                 background-repeat: repeat
11             }
12             /* Header 1 style */
13             h1 {
14                 font-family: Rockwell;
15             }
16             /*DIV box named textbox1 for text with an opaque background*/
17             #textbox1 {
18                 background: white;
19                 color: black;
20                 margin: 20px auto;
21                 width: 700px;
22                 padding: 20px 20px;
23                 opacity: 0.6;
24                 /* for IE only */
25                 filter:alpha(opacity=60);
26                 align: center;
27             }
28         </style>
29     </head>
30 <body>
31 <p>
32 <center>
33 <h1>
34 What Losing Weight is All About
35 </h1>
36 </center>
37 </p>
38 <div id="textbox1">
39 <p>
40 <center>
41 In a country where about 2 in every 3 people are at
42 least overweight, its no surprise that many Americans strive to lose weight. Unfortunately,
43 for most, losing the extra pounds is not as simple as opening up a "How To Lose
44 Weight in X Amount of Days", subscribing to expensive programs like Weight
45 Watchers, or even jumping aboard the "fad" diet train wreck.
46 </p>
47 </center>
48 </div><!--textbox1-->
49
50 </body>
51 </html>
```