

Project 1 Final Rationale

I. General Thoughtfulness

Much thought was put into this endeavor. It has been something that is very dear to me, weight-loss, that I decided to make my P1 about it.

II. Audience

Much attention was given to the audience—young women. The purple, olive and red-orange theme colors caters to a more calm and tranquil audience, ideally mostly young women. The design reflects a more feminine environment but still masculine enough for men who are struggling with weight loss to pay attention to.

III. Design Goals

The major colors are olive, light red-orange, and dark lilac. They were chosen in careful consideration for the audience. As aforementioned these colors culturally are known to be a source of calm, as well as scientifically soothing to our retinas. Something as monumental as weight loss must be approached with a steady and calm state-of-mind—and that's exactly what I hoped to offer with my color scheme. The logo is based of the typical "pear-shaped" body that people hate about themselves. It is meant to be a play on technology. The curvy lines present in the DIV backgrounds serve to remind the audience that we all come in different shapes and sizes, and to appreciate it. That's important when assessing your self-image. Weight loss should never be to alter your self-image, it is to enhance and bring out one's true self. In addition, the wavy designs serve to further add to the subtle feminine design. I have incorporated an F-layout throughout my design as well as a top-down approach. The most important items of business are at the top of the site. In addition, I made the content, bite-sized so that users would digest the information with ease. All of the designs are originals, created by myself using Illustrator CS6 and Photoshop CS6.

IV. Alternatives

Alternatives were considered. A completely green theme would have been the winning scheme. I reconsidered after realizing that I would like a triad of colors, since all three of the colors complement each other very well according to color theory.