

DIGITAL EXPERIENCE DESIGN

# VISUAL DESIGN

Course facilitator:

Prof. Tanmay Awasthi

Bhakti M Shah

2nd year

3rd semester

# Project Brief:

Apply your selected theme to redesign user interface of any platform or website



# Theme:

# Beach

# Website chosen:

<https://earthrhythm.com/collections/sun-protection>

beach bag icon - Google Search

8 Best Sunscreens For All Skin

earthrhythm.com/collections/sun-protection

Earth Rhythm Does not run any other offers except those published on our website.

earthrhythm™  
Efficacy. Inclusivity. Sustainability.

FACEHAIRBATH & BODYSUN / UV PROTECTIONMAKE UPKITS & COMBOSSHOPZERO WASTE

Search icon, User icon, Cart icon


Sort by ▾

Skin Concern ▾

Skin Type ▾

Ingredients ▾


ON SALE



ULTRA DEFENCE HYBRID SUNSCREEN FLUID - S...  
50

Non Sticky + No Tint + PA++++  
★★★★★ (1044)  
₹291.85 M.R.P. ₹449.00


35% OFF



PHYTO SHIELD SPF 50 MATTE MINERAL...  
SUNSCREEN

UVA UVB Sun Protection + Zero White Cast +  
Matte Finish  
★★★★★ (218)

15% OFF

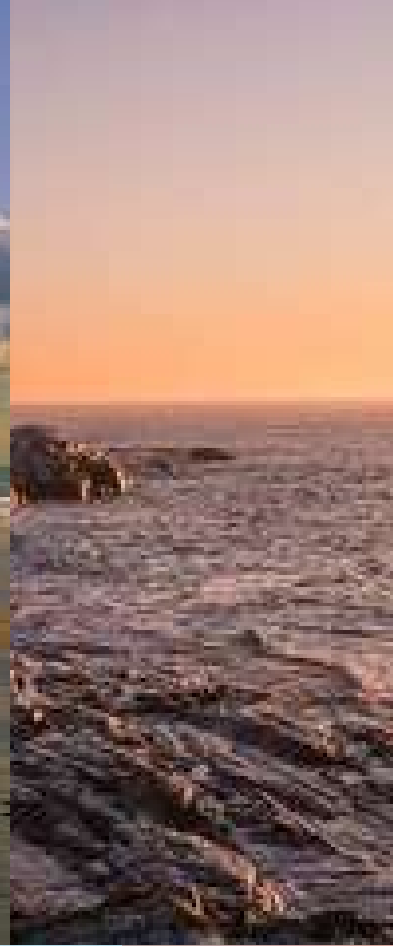


SUNSTICK SPF 60 INVISIBLE SUNSCREEN

SPF 60 | PA+++ | Refillable  
★★★★★ (164)  
M.R.P. ₹369.00

Moodboard:















# Exploration work:

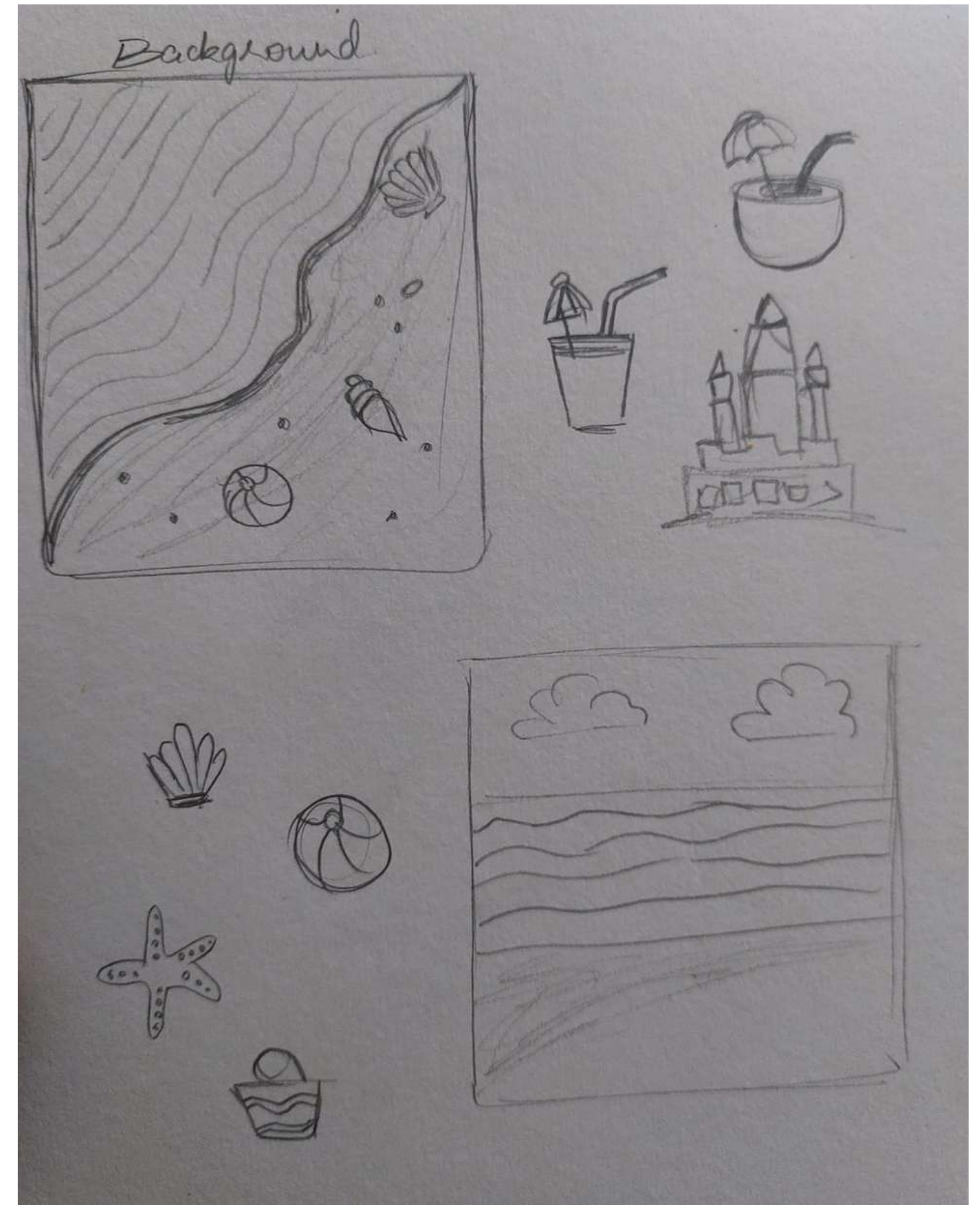


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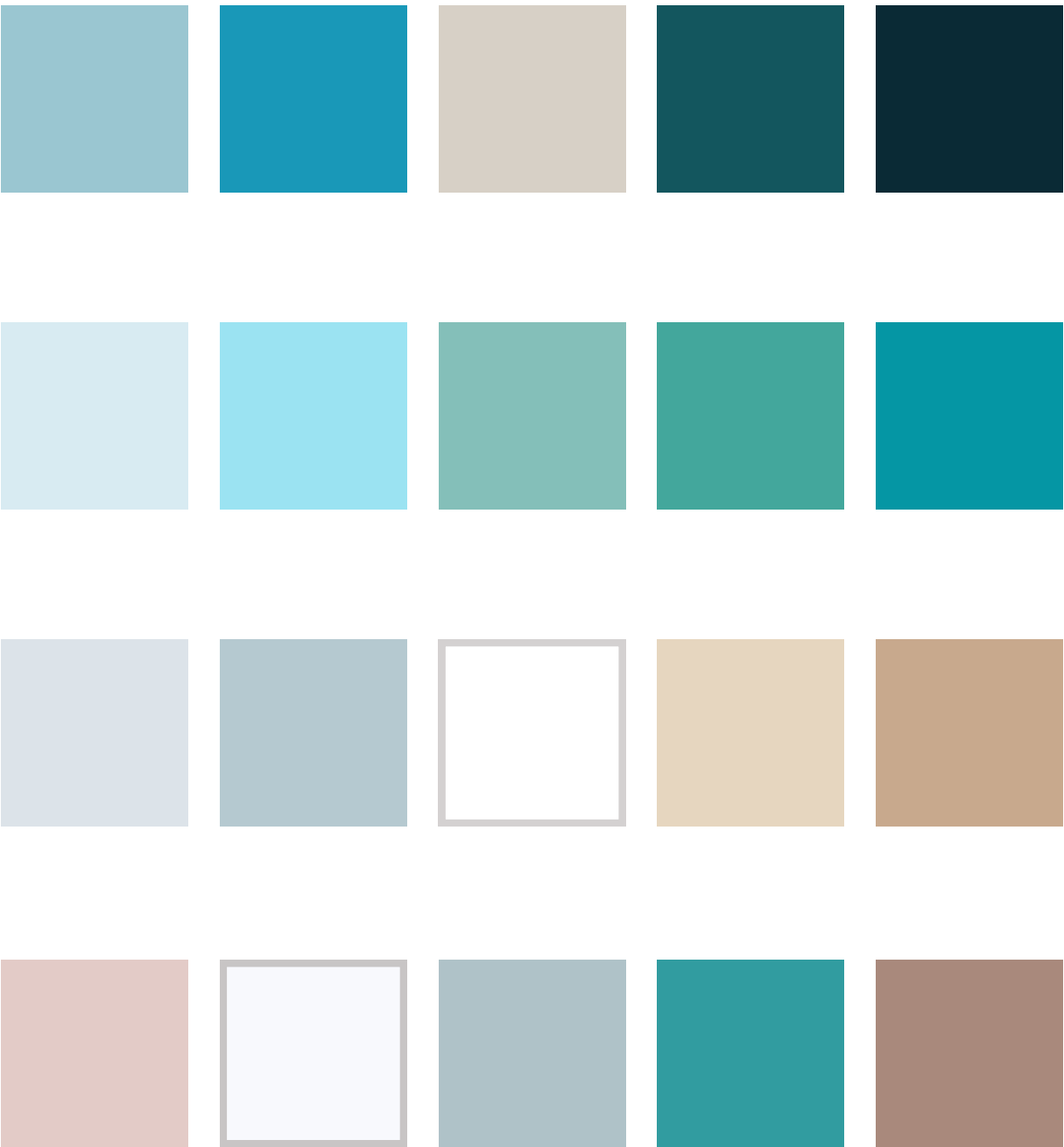
Your cocunut is empty! 



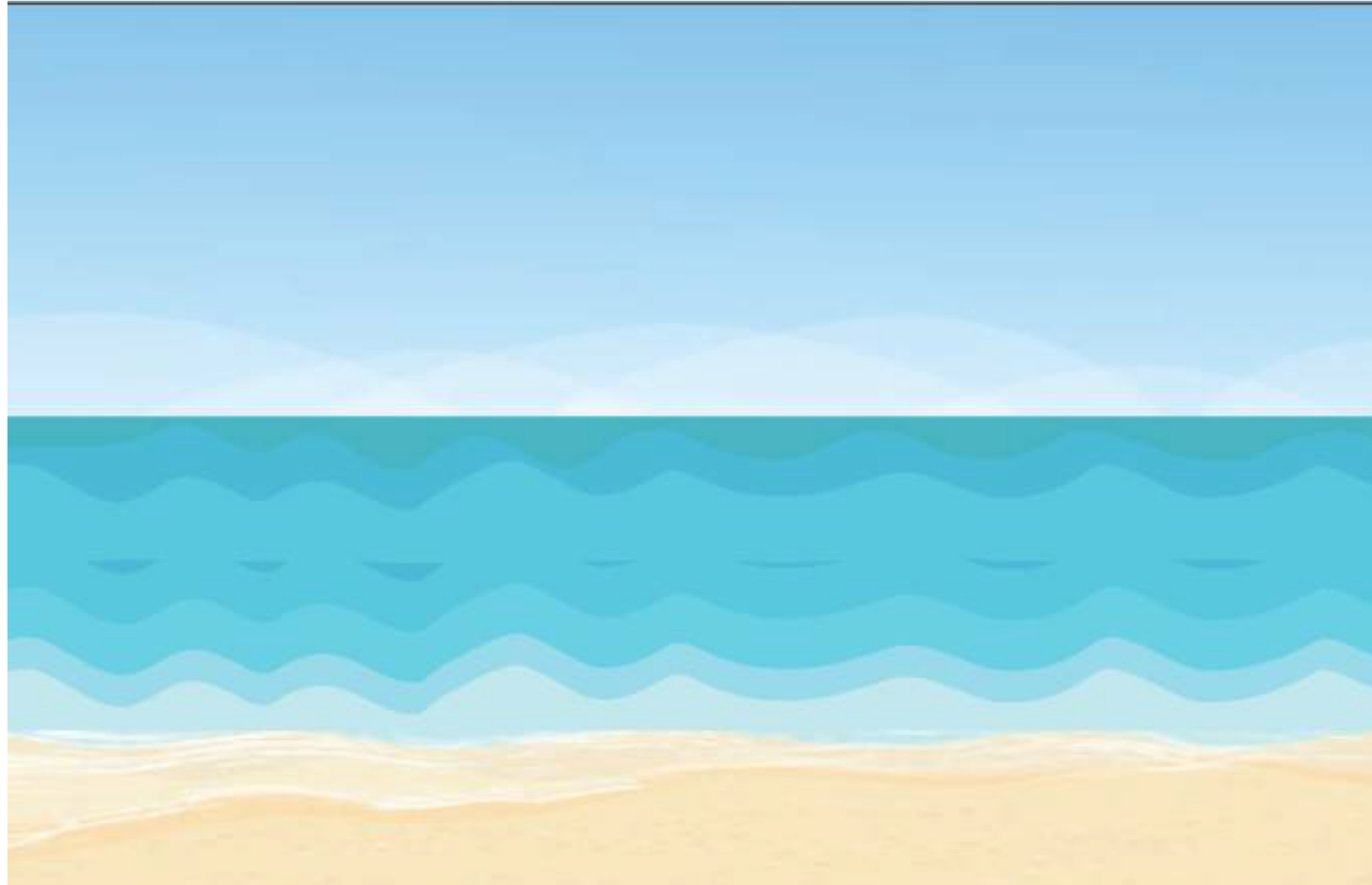


Exploratory font and colour palette:

Beach	Beach
Beach	Beach
Beach	Beach
Beach	Beach
	Beach

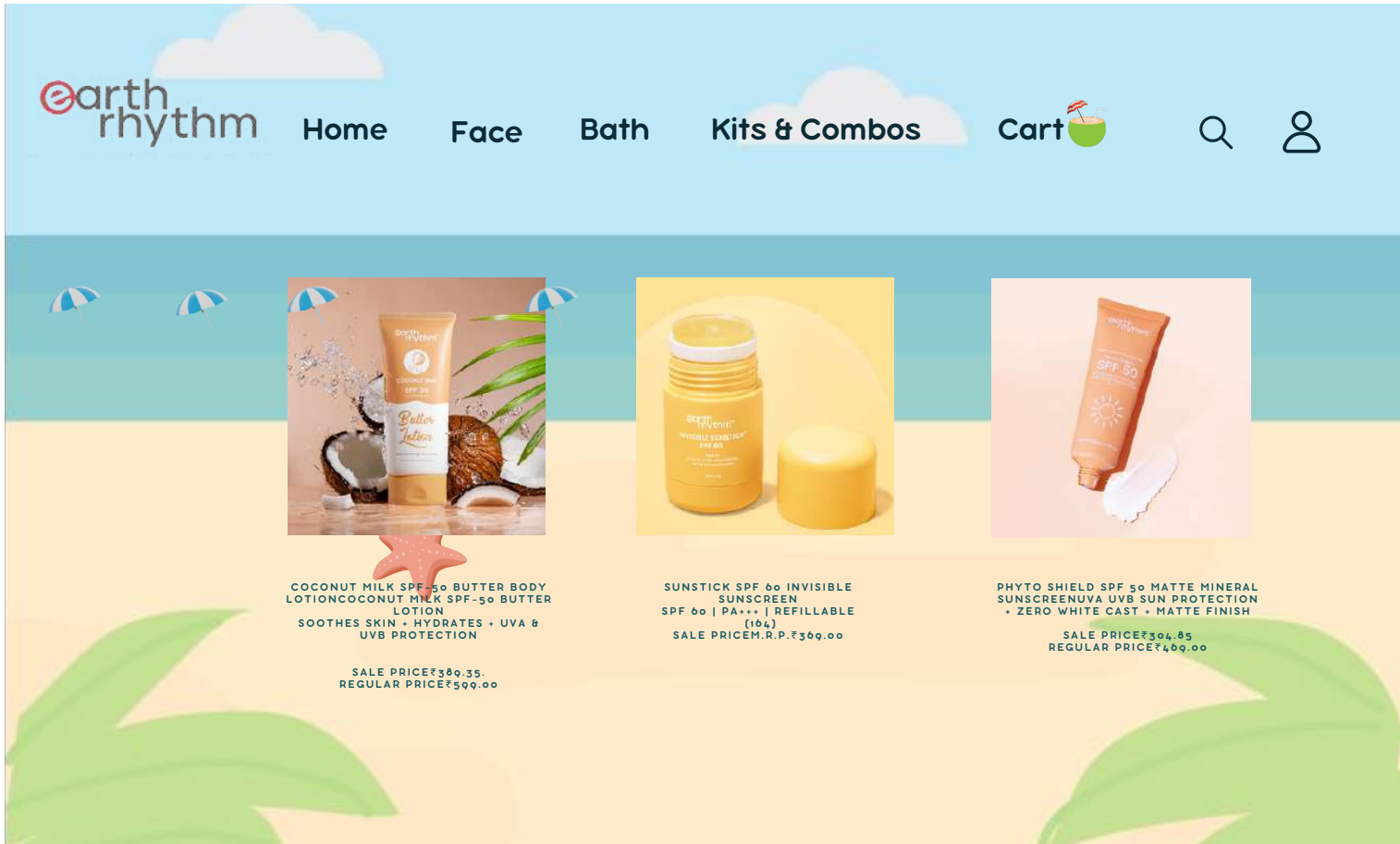
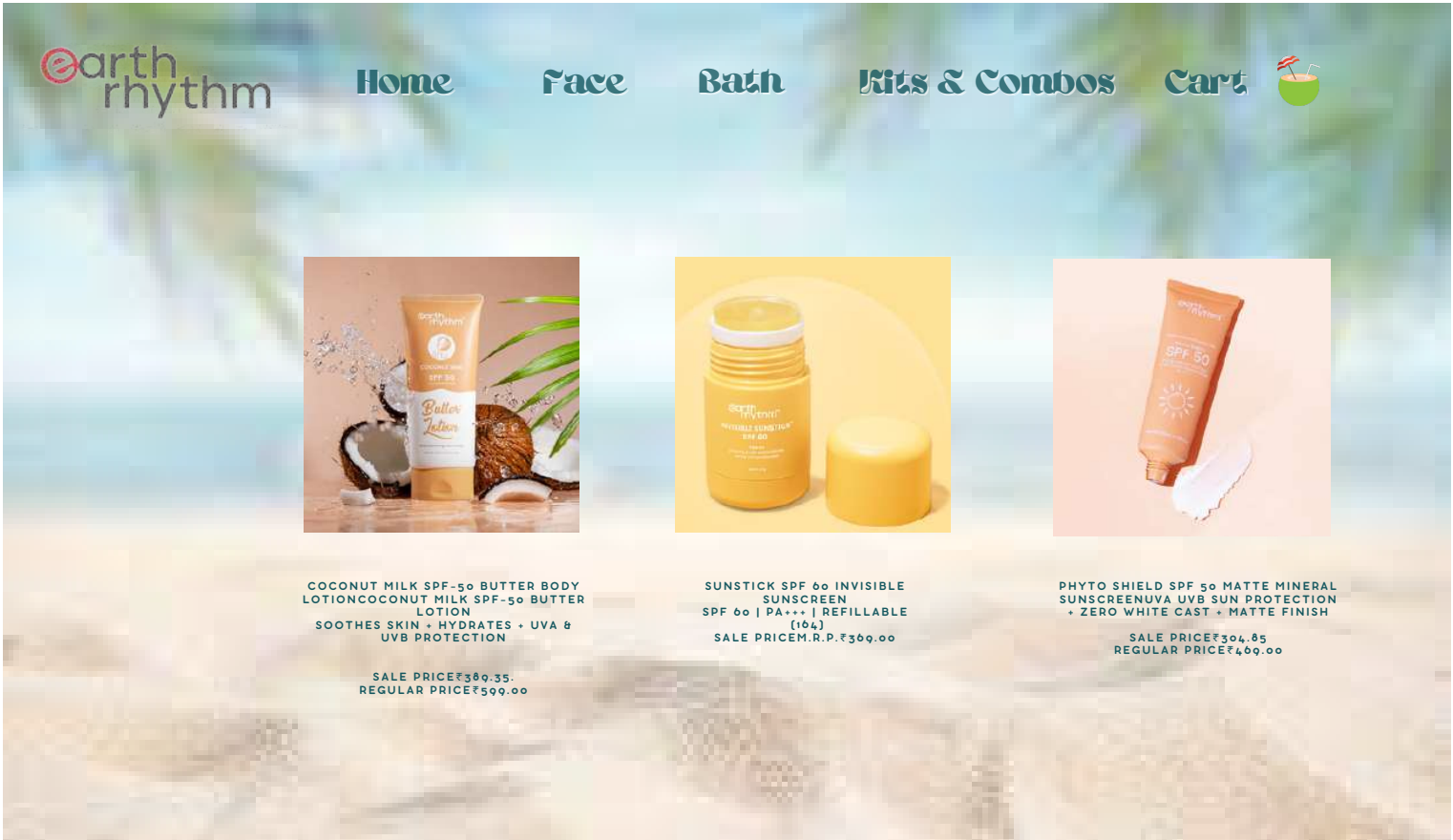


Exploration (illustrations):

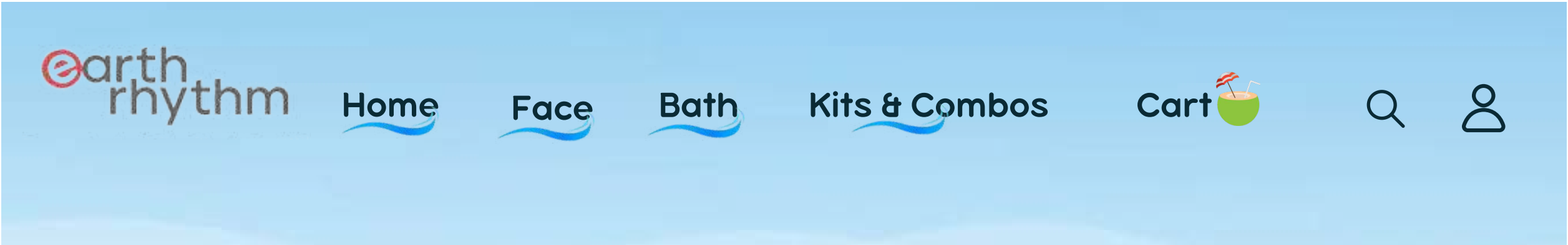




# Exploration (backgroud):



# Exploratory icons





# Style guide

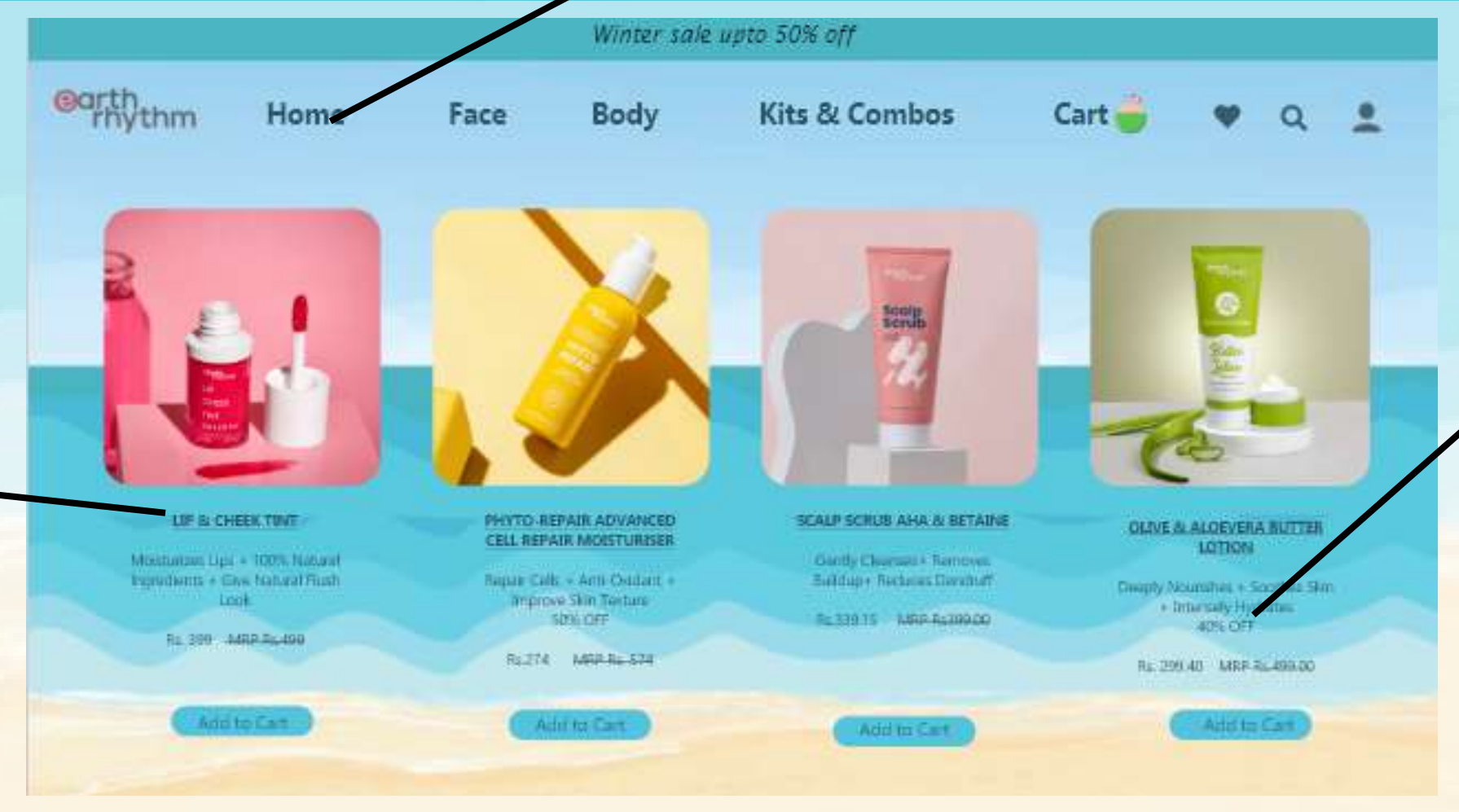
# Background:

This background was chosen as beach is completely visible with water and sand. It is simple and goes well with the theme

# Icons



Font: **Gadugi** **Aa** - Main titles



**AA**  
Heading

**Aa** - Body

# Colour palette

Different shades of blue were chosen to represent water (beach)





# 5 screens of the redesigned website

link to XD prototype



<https://xd.adobe.com/view/084306ac-e4db-4504-885a-54b345d4a4d6-5d10/>

Winter sale upto 50% off

earth  
rhythm

Home

Face

Body

Kits & Combos

Cart



### LIP & CHEEK TINT

Moisturizes Lips + 100% Natural  
Ingredients + Give Natural Flush  
Look

Rs. 399 ~~MRP-Rs.499~~

Add to Cart



### PHYTO-REPAIR ADVANCED CELL REPAIR MOISTURISER

Repair Cells + Anti-Oxidant +  
Improve Skin Texture  
50% OFF

Rs.274 ~~MRP-Rs. 574~~

Add to Cart



### SCALP SCRUB AHA & BETAINE

Gently Cleanses+ Removes  
Buildup+ Reduces Dandruff

Rs.339.15 ~~MRP-Rs399.00~~

Add to Cart



### OLIVE & ALOE Vera BUTTER LOTION

Deeply Nourishes + Soothes Skin  
+ Intensely Hydrates  
40% OFF

Rs. 299.40 ~~MRP-Rs.499.00~~

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Skin Concern



Skin type



Ingredients



**CLEAR SKIN SERUM - VITAMIN  
C, BIO-RETINOL, SALICYLIC  
ACID & HYALURONIC ACID**

Boost Collagen Synthesis + Anti  
Ageing + Brighten Skin + Unclog  
Pores

Rs.195 MRP-Rs.299

Add to Cart



**PHYTO GEL WITH CENTELLA  
ASIATICA & HORSETAIL  
EXTRACT**

Fade Scars + Fight Acne  
Breakouts + Heals & Hydrates  
Skin

Rs. 214 MRP-Rs.430

Add to Cart



**DAILY DEFENCE HYBRID SPF 30  
SUNSCREEN**

UVA UVB Sun Protection +Non  
Sticky + No Tint

Rs.278 MRP-Rs.430

Add to Cart



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## CLEAR SKIN SERUM - VITAMIN C, BIO-RETINOL, SALICYLIC ACID & HYALURONIC ACID

Boost Collagen Synthesis + Anti Ageing + Brighten Skin + Unclog Pores

35% OFF



Rs.194.35 ~~MRP Rs.299~~

Style:

Pack of 1

Pack of 2

Quantity:

15ml

30ml

- 1 +

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Skin Concern ▼

Skin type ▼

Ingredients ▼

Hair concern ▼

Hair type ▼



**LIPPIE STACK (PACK OF 4)**

Lip Scrub + Lip Serum + Lip Balm + Lip Mask

**Rs.594** MRP-Rs.699

Add to Cart



**DAY & NIGHT CREAM COMBO/ GIFT**

Day Cream (Vitamin E) + Night Cream (Retinol)

**Rs.530** MRP-Rs.799

Add to Cart



**ACNE CONTROL KIT**

Unclog Pores + Combat Acne Breakouts + Soothe Skin Redness

**Rs.889** MRP-Rs.1320

Add to Cart



**SHAMPOO & CONDITIONER BAR FOR CURLY & WAVY HAIR**

Softens Hair + Tame Frizz + Deep Conditioning + Detangles

**Rs.505** MRP-Rs.780

Add to Cart

Winter sale upto 50% off

Cart



Home

Face

Body

Kits & Cor

Skin Concern ▼

Skin type ▼

Ingredients ▼

Hair concern ▼

Hair type ▼



LIPPIE STACK (PACK OF 4)

Lip Scrub + Lip Serum + Lip  
Balm + Lip Mask

**Rs.594** MRP-Rs.699

Add to Cart



DAY & NIGHT CREAM  
COMBO/ GIFT

Day Cream (Vitamin E) +  
Night Cream (Retinol)

**Rs.530** MRP-Rs.799

Add to Cart



Your coconut is empty!



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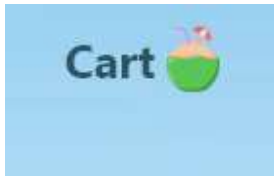
LOGIN

[Don't have an account? Sign up](#)

Wave(to represent water)  
is used as icon for home,  
face etc. icons



Coconut is used as icon  
for cart



Other symbols



Starfish has been used to  
represent rating



Hover effect has been  
used for most of the  
photos

Thank you!