



# Noroff

School of technology  
and digital media

# Technical Report

## Design 2

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### AUTHOR

Name	Project	For
Camilla Reppen	Module Assignment 1: Colour schemes and textures	Design 2, Noroff

### INTRODUCTION

Create and code a homepage with HTML and CSS for a Home Decor website to include colours and textures.

I had to research what color that represents a home and decor website, and also to get some inspiration.

# BODY

## 2.1. Introduction

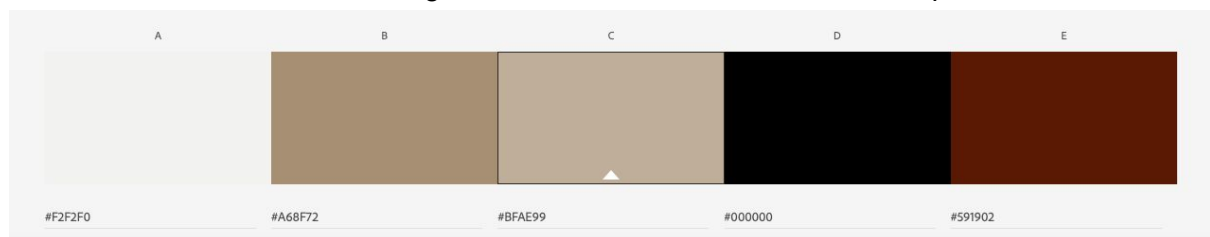
I had to go through the meaning behind the colors, and what wibe I wanted to give the users. The colors i felt i could use for my Home decor website was:

**Brown:** Is associated with relaxation, warmth, comfort and security, because I want the user to see that this website is secure, and we strive for comfort, relaxation and warmth.

**Black:** is associated with stylish and elegant color, i want the customer to see that our products and inspiration is stylish and elegant.

**White:** is associated with cleanliness and simplicity, i want the users to see that our inspiration and product is represented cleanliness and simplicity.

So out of this colors and meanings about the colors, i choose this color pallet:

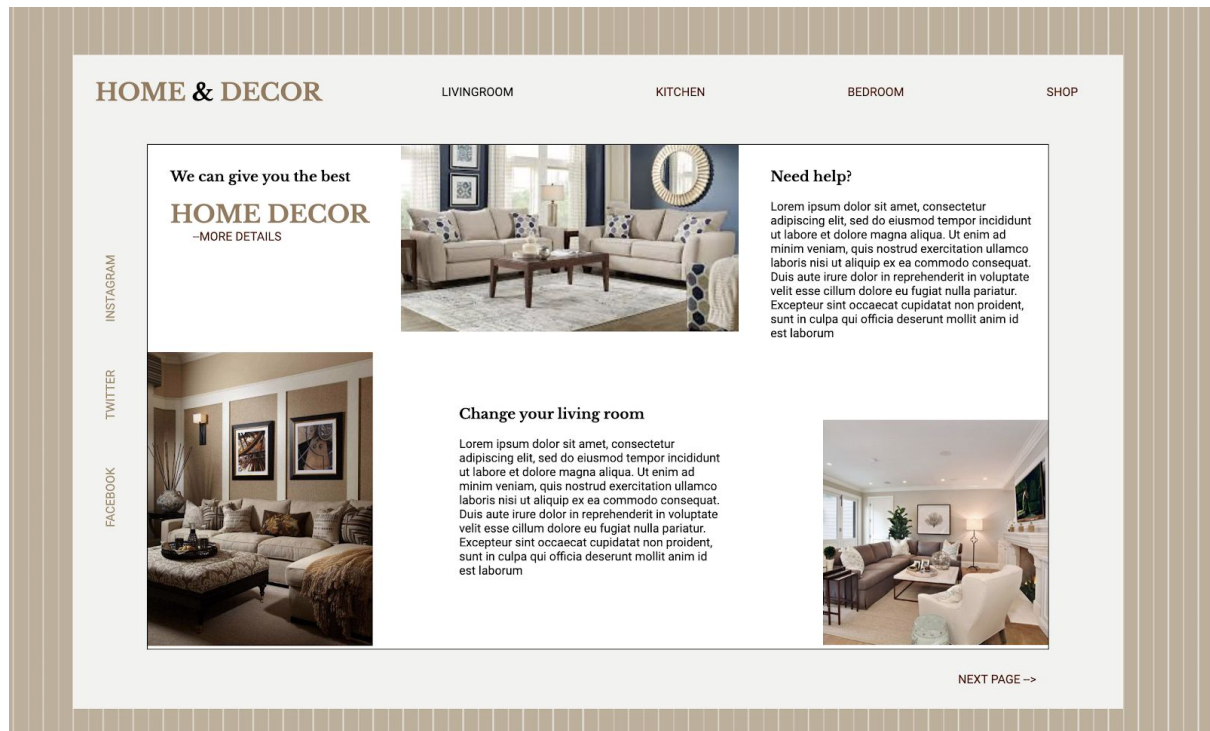


**Textures/pattern:** i choose to have the pattern as striped, with a brown and the with color from the color pallet:



## 2.2. Main section of report

My design of Home decor website:



For this assignment, and also future works, I have to find colors that match my clients websites and what they want to send out to the customers/users. So for this client, who wanted a Home decor website, I needed to find colors to represent what the client wanted to send out. I wrote down some notes about what I as a user want to feel like when I go to a website to buy home decor or get inspiration. Those notes were: Relaxation, comfort, elegance, simplicity, so i looked for colors that match these notes.

The colors I saw matched those notes were: Brown, black and white. I started to look for color pallets on <https://color.adobe.com/create/color-wheel> and searched for decor, just to see if I found pallets with brown, black and white. I found one that was very close to what I wanted, the only thing I charged was an orange color to black.

Then i started with the logo, i had to choose which of the brown colors i wanted to use, i choose to use a more sand/brown color, and a black color to separate the text. Logo: **HOME & DECOR** become the result.

For images, i started to look for images that have brown color in it, so that it matched my color pallet more, and would give the design a good look, and not be too much colors that would separate it from the vision i wanted the costumer/user

to feel. I tried to use photoshop on the images, but i felt that they looked good as they were. It ruins the effect more than it helped. I found the images on google, and buy`ed them from those who took them, because i did not find any good images that i wanted that were free.

For font, I choose to use 'Roboto', sans-serif; as a main text font, and 'Libre Baskerville', serif; as a heading and logo font.

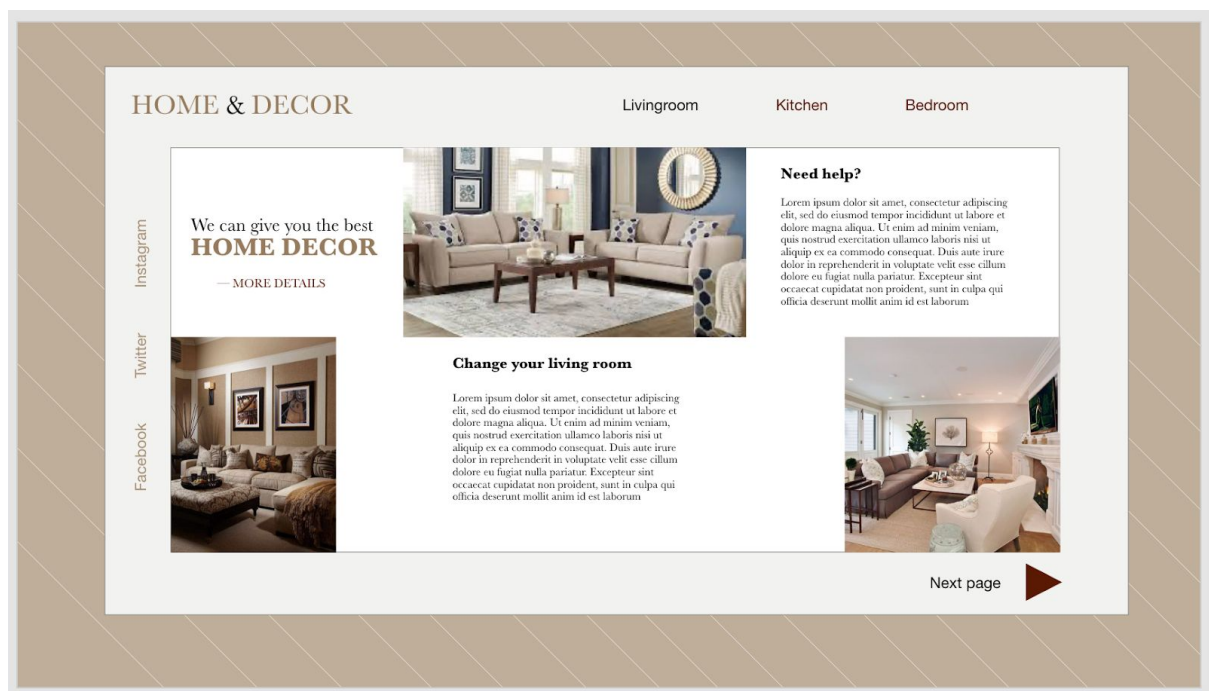
For the links, I choose to use a more brown/red color, except the active button, which is black. I want the customer to feel a relaxation, comfort and elegance when they enter this website. This is also why I have a bit of whitespace and light, but clean design.

The reason i choose these fonts is because:

Roboto has a dual nature. The font features friendly and open curves. This makes for more natural reading rhythm more commonly found in humanist and serif types. And Libre Baskerville allows it to work well for reading on-screen.

I made a prototype in XD to try out the colors and placement of the images and text.

I changed a bit from the prototype, I chose to have the pattern as striped down, instead of diagonal stripe effect. And I chose to use a simple arrow at the bottom for next page, but rather than that, i think i followed the prototype pretty close.



### 2.3. Conclusion

I think this assignment has been interesting, I knew some of it from Design 1, but it is good to get a reminder and know more of this as well.

I actually want to code more of this prototype for a fun challenge, and connect strapi for the products, use filtering from Javascript and so on to make it a more functional website. I am also very happy with my result for this website. I think it gives a good vibe for the customer/users, and it represents Home & Decor in a good way.

## 3. References

colors: <https://color.adobe.com/create/color-wheel>

Fonts: <https://fonts.google.com>

images: <https://no.pinterest.com/pin/197876977353260255/>

Texture is from the curriculum, I just changed it to tripted instead of diagonal stripe effect.