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Assignment 5

1. Certainly the most challenging thing about this assignment was learning HTML and CSS. It made me realize how complicated some of these systems are, when looking quite elegant. I would probably have designed things differently had I known how difficult they would be to translate into code. Particular challenges were when I would try to create a hyperlink, and the formatting would be irreparably altered. In these cases, it was necessary to override the hyperlink formatting. I also learned how dangerous it can be to not close tags, as this was often the root of my problems.
2. My client for this project was geared toward younger, urban millennials who were looking to furnish their homes. I tried to have a muted color palette (greys, purples) and soft edges to simulate a calming environment, something that people who were shopping for pillows were likely looking for. Because many furniture sites are loaded with many options, I tried to present things as clearly as possible, with large, central images and sparse text. I also tried to make the pillows easily customizable, a valuable quality for my target demographic. I also tried to give the site a polished, refined feel, encouraging potential customers to partake in an accessible luxury like a customized pillow.