CM523 Final Project Design Documentation

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Content

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Logo

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Logo: "Haute History"

This is the logo for the "Haute History" website. I used Big Caslon (medium) for this font to emulate the classic, refined look of other trusted fashion hubs such as Elle, Vogue, NYFW, etc. I was specifically looking for a high contrast in letter strokes.

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Typography

Typography:
Title Font

The title font used throughout my website is the same as the logo font, **Big Caslon** (**medium**).

This font will be used for section titles throughout the webpage (not including the navigation bar titles).

Big Caslon Roman
ACEIÅÇËÎĄČĐĚŁŃŻ|aceiåçëîąčđěł

Fundamentally, computers just deal with numbers. They store letters and other characters by assigning a number for each one.

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Typography:
Body Font

The body font used throughout my website is the same as the logo font, **Agenda One**.

This font will be used for all body paragraphs throughout the page. I will use the *light* weight font majority of the time, *bold* for moments of emphasis, and the navigation bar with use the *regular* font weight of **Agenda One**.

Agenda One Light `</>`

The quick brown fox jumps over the lazy dog

Agenda One Light Italic `</>`

The quick brown fox jumps over the lazy dog

Agenda One Regular `</>`

The quick brown fox jumps over the lazy dog

Agenda One Italic `</>`

The quick brown fox jumps over the lazy dog
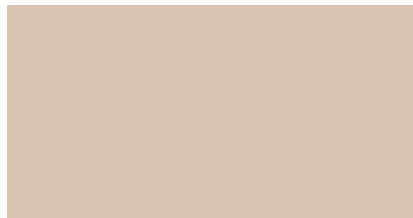
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Colors

Colors:
Branding

The 4 core colors of my website are the following: deep blue, tan, black, and white. These colors will be used in consistent ways to this deck here with the deep blue and tan as core background color options alongside white, and black and white also serving as text options throughout the website.

Only on sections with blue background will tan be considered as a text option and vice versa.
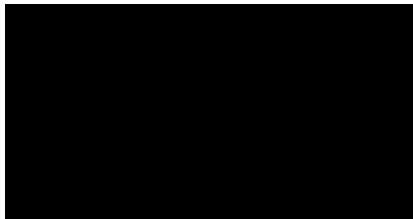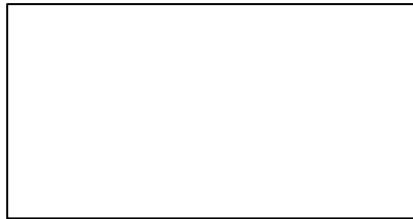
Hex: #232B3F

Primary: Deep Blue

Hex: #D9C4B1

Secondary: Tan

Hex: #000000

Tertiary: Tan

Hex: #FFFFFF

Background/Text: White

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Behavior

Behavior: Gallery Panels

My website will feature multiple gallery carousels that will slide on a consistent timer in which they slide one after another on a loop. This can be seen on the home page first from the very top of the page, and then again with 3 photos showing at one time in the middle of the page.

For some of the galleries, upon clicking I want images to fad in underneath with new text surrounding contextualizing the images. So it would pretty much change the bottom half of the page based on which of the gallery images is selected.