

Jayson Conyette-James

Sarah Clarke

Design Writeup and Reasoning

Considering that this is a website for a visual artist we wanted this site to be aesthetically pleasing without distracting from the work the artist. Our minimalist color scheme and design allows for a compact frame for the user to navigate through and focus on the photography this website seeks to highlight. One of the goals of this simple black and white color scheme was to simulate the experience of a theatre photo viewer such as that facebook highlights.

We wanted this website to embody the artistic lens and political passion of Lauren Fiasconaro; to accomplish this we focused on environmental themes that hearken to nature and the call of the wild. Considering the highlight of this site is to be Lauren's senior thesis of Terra Mortalis, which calls fourth the notion that the Earth is subject to the same mortality and finite life span that humans are, the persistence of environmentalality is imperative.

This website features 3 highlighted links on the main page that draw the users attention in instantly as there is no other material to clutter or distract. Upon reaching the collections page one can see that each individual collection has it's own slideshow sampling the content inside to attract users. Each collection link has a blownup version of the slideshow inside accompanied with a selector grid of thumbnails to browse full size images of any picture a user visiting the page may desire.

A static nav at the top provides easy navigation between all pages at all times. The page id underneath the persistent site header allows for one to know exactly what page they are on at all times as well.