Website: nsfixtures.com

Layout: The new layout will have a modern look of separate vertical blocks that split the content into sections creating a longer scrolling page.

Existing Problems: The current site is old, outdated and needs a refresher. It is too small and could fill up more area of the monitor. I want to utilize more pictures to showcase the companies work.

Design Principles: I will use a more balanced design layout with a monochromatic colour style that will help the pictures pop while giving the rest of the content a polished look. I will have strong contrast in the hierarchy to make sure there is clear distinction between type. A repetition of similar sections will create a harmonious look. I will place a strong emphasis on prioritizing the content and what matters most to clients first and then all relative content further down the page.

Item #1

Description: Header

Font: Helvetica Neue 22pt

Color: Red

Alignment: Center

Media: Company Logo, Social Media Icons

Interactivity: Navigation

Item #2

Description: Picture

Font: N/A

Color: N/A

Alignment: Center

Media: Picture

Interactivity: N/A

Item #3

Description: About

Font: Title– Helvetica Neue 30pt Red, Body– Helvetica Neue 18pt Black

Color: Grey

Alignment: Center, 3 Column, Left Align Type

Media: N/A

Interactivity: N/A

Item #4

Description: Clients

Font: Title– Helvetica Neue 30pt Red, Body– Helvetica Neue 18pt Black

Color: Grey

Alignment: Center, 3 Column, Left Align Type

Media: Pictures

Interactivity: N/A

Item #5

Description: Gallery

Font: Title– Helvetica Neue 30pt Red

Color: Grey

Alignment: Center, 3 Column

Media: Pictures

Interactivity: N/A

Item #6

Description: Footer

Font: Title– Helvetica Neue 30pt Red, Body– Helvetica Neue 18pt Black

Color: Red

Alignment: Center

Media: Logo

Interactivity: N/A