

SUNNY KOALA



FOUNDATION



TARGET AUDIENCE:
PRIMARY SCHOOL STUDENTS - P - 6.

COLOR SCHEME:
[HTTP://WWW.COLORSCHEMER.COM/SCHEMES/VIEWSHEME.PHP?ID=3585](http://www.colorschemer.com/schemes/viewscheme.php?id=3585)

WHY THE KOALA?

THE KOALA LOGO WAS TAKEN AS AN AUSTRALIAN SYMBOL, I COULDN'T USE A KANGAROO SINCE IT IS ON THE AUSTRALIAN FLAG, AND I WANTED TO TARGET AUSTRALIAN CHILDREN.

SECTIONS

THERE ARE 7 PAGES, EACH REPRESENTING A SECTION, THE HOME PAGE TRIES TO ATTRACT AND ENGAGE VISITORS SHOWING SHORT TEXT AND LINKS TO THE OTHER PAGES.

WHY THE BIG COLORFUL FONTS?

KIDS LIKE COLORFUL AND LARGE TEXT. IT IS MORE INTERESTING. THE TYPOGRAPHY WAS CHOSEN THINKING OF TARGETING THE MAIN AUDIENCE, CHILDREN. IT GIVES YOU THE FEELING OF PLAYING A GAME.

WHY THE SHORT TEXT?

I TRIED TO DESIGN THE SITE AS FRIENDLY AS POSSIBLE FOR KIDS. THEY MIGHT BE VISITING THE WEBSITE JUST FOR FUN, THEY DON'T NEED TO READ LONG TIRING TEXT, THEY NEED THE MAIN MESSAGE, SPREAD THE SKIN CANCER AWARENESS.

AIM WITH THE DESIGN:

VERY RELAXED COLOUR SCHEME, GRAPHS VERY NATURAL (VECTOR LOGO). LARGE FRONT PICTURE AND ROUNDED IMAGES

THANKS CLWD -N8898642
2015