

SUGAR SMASH

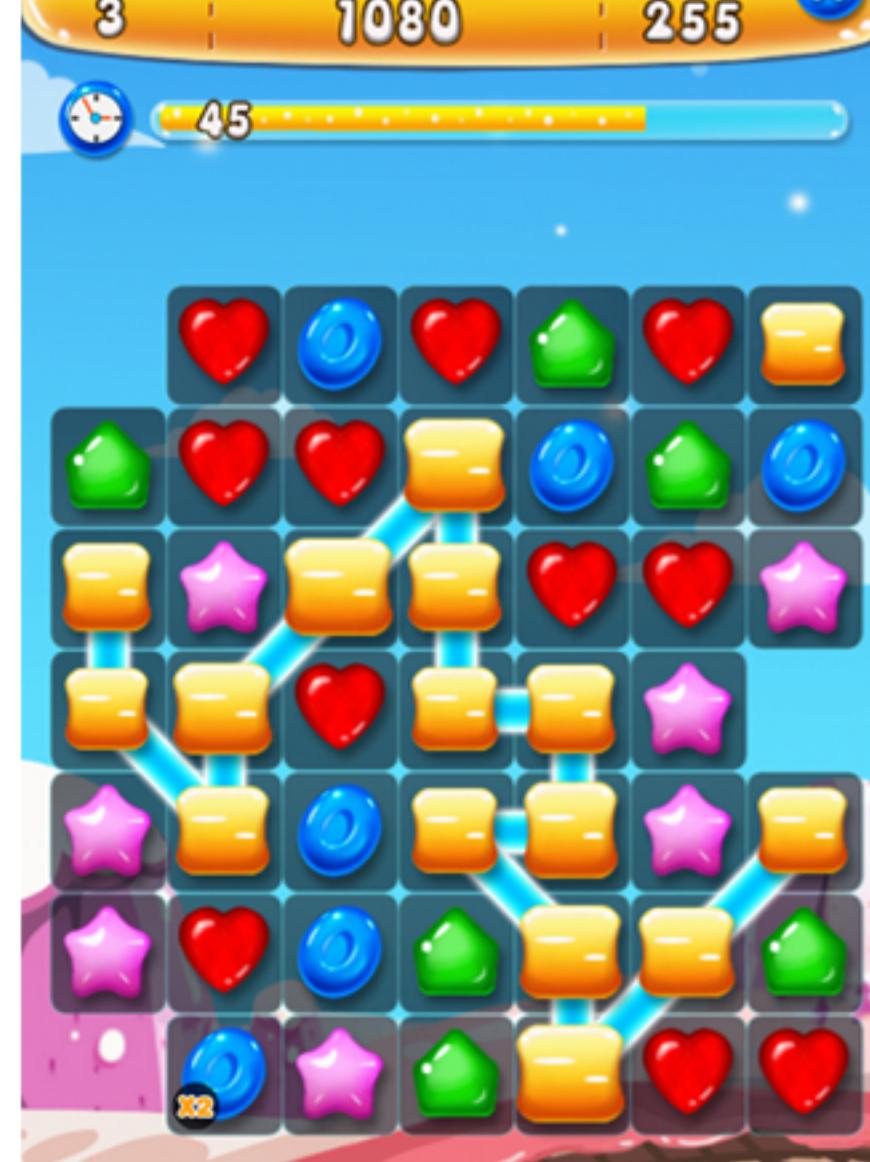
[WHAT'S NEW?](#)
[FORUM](#)
[GAME UPDATES](#)
[ABOUT](#)
v WHAT'S NEW?

- > Top posts
- > Top scores



candy_smasher48: Update 10.6.8

So...new update has arrived...what does everyone think? Definitely am loving the addition of the new time bar however, can't say I'm the biggest fan of the text they're using now.

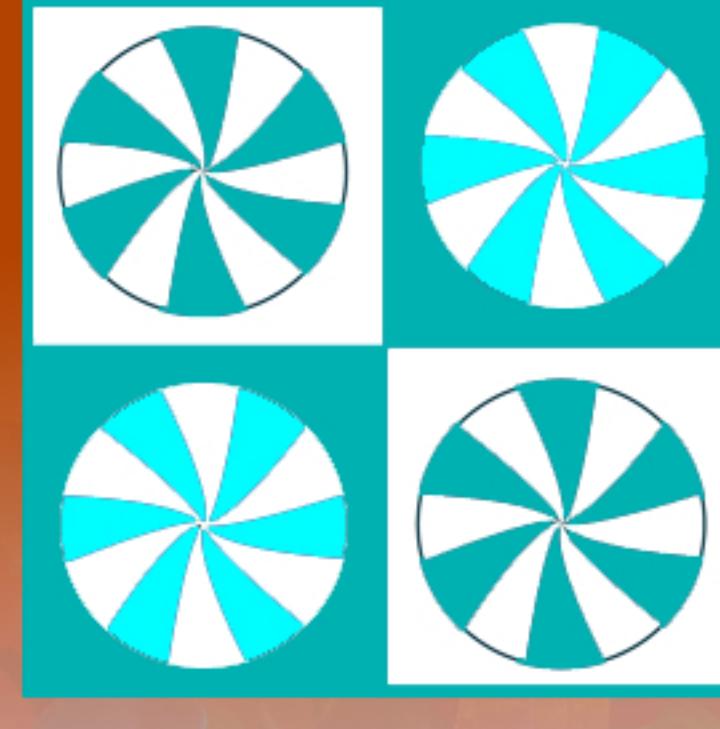


[view 267 replies >](#)

Candy Smash Ltd.

ANALOGOTUS

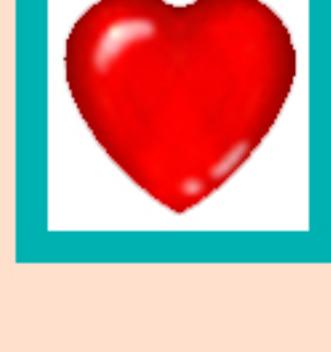
The analogous colour scheme is a difficult colour scheme to use. A lot of the colours blend together easier and some are harder to pair than others. I still think the colour scheme used embodies the general mood that Sugar Smash wants to achieve. It's bright and airy and it also reminds me of video games. The blue and green combination remind me of the bright, energetic colours I see in gaming apps a lot!



SUGAR SMASH

[WHAT'S NEW?](#)
[FORUM](#)
[GAME UPDATES](#)
[ABOUT](#)
v WHAT'S NEW?

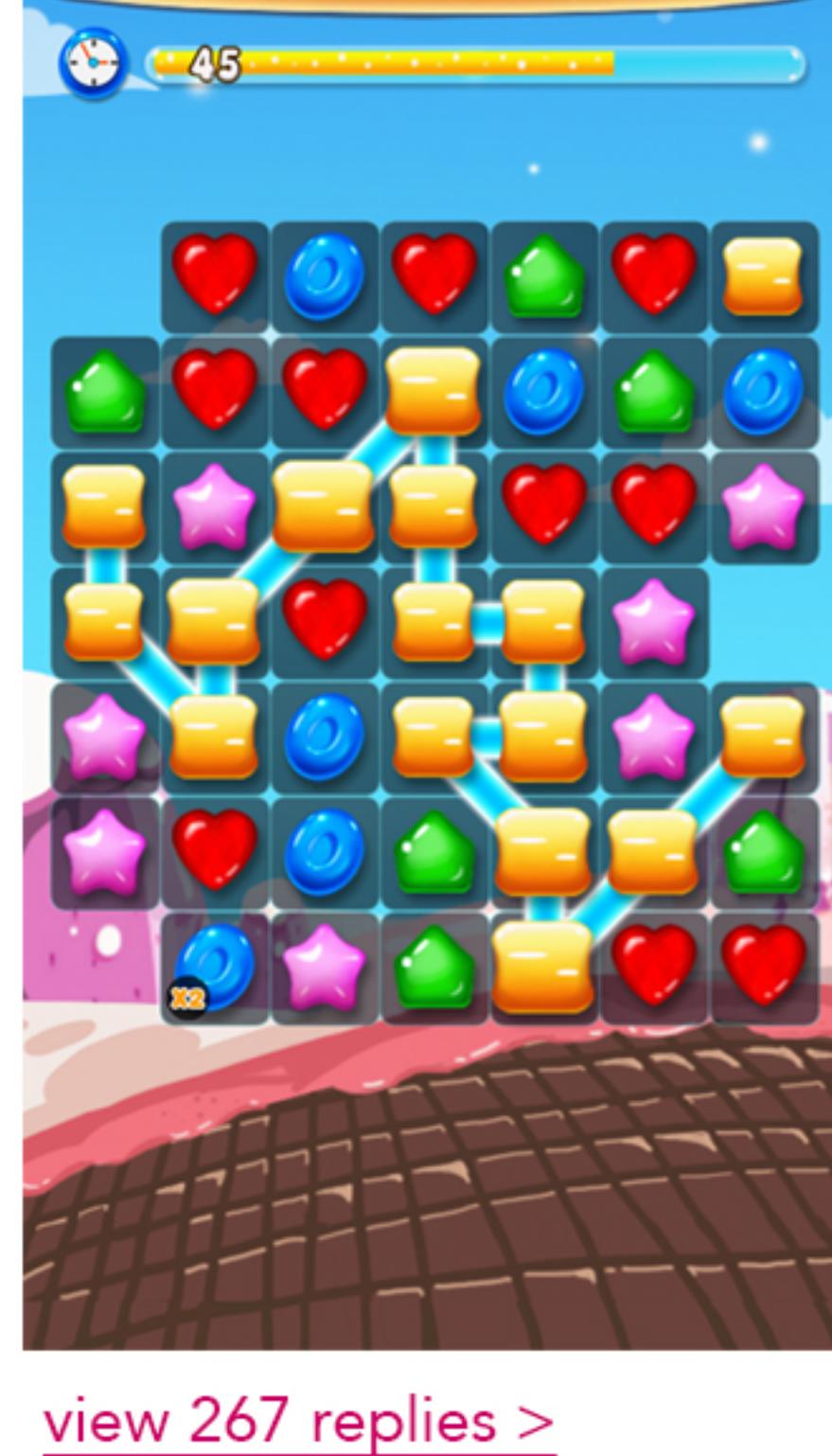
- > Top posts
- > Top scores



TOP POSTS

candy_smasher48: Update 10.6.8

So...new update has arrived...what does everyone think? Definitely am loving the addition of the new time bar however, can't say I'm the biggest fan of the text they're using now.



[view 267 replies >](#)

Candy Smash Ltd.

COMPLIMENTARY

The complimentary colour scheme is effective because the contrast between the colours makes the logo pop as well as important headings. These are the most important things to focus on because it is what we want the user to look at. Overall, the contrasting colours give off an energetic vibe, they are eye-catching and the definitely POP. It reminds me of something artificial and tasty like a lollipop or popsicle which fits well with the company.



Fancy Air



Plan and Book Check-In Flight Status

Sign In

From



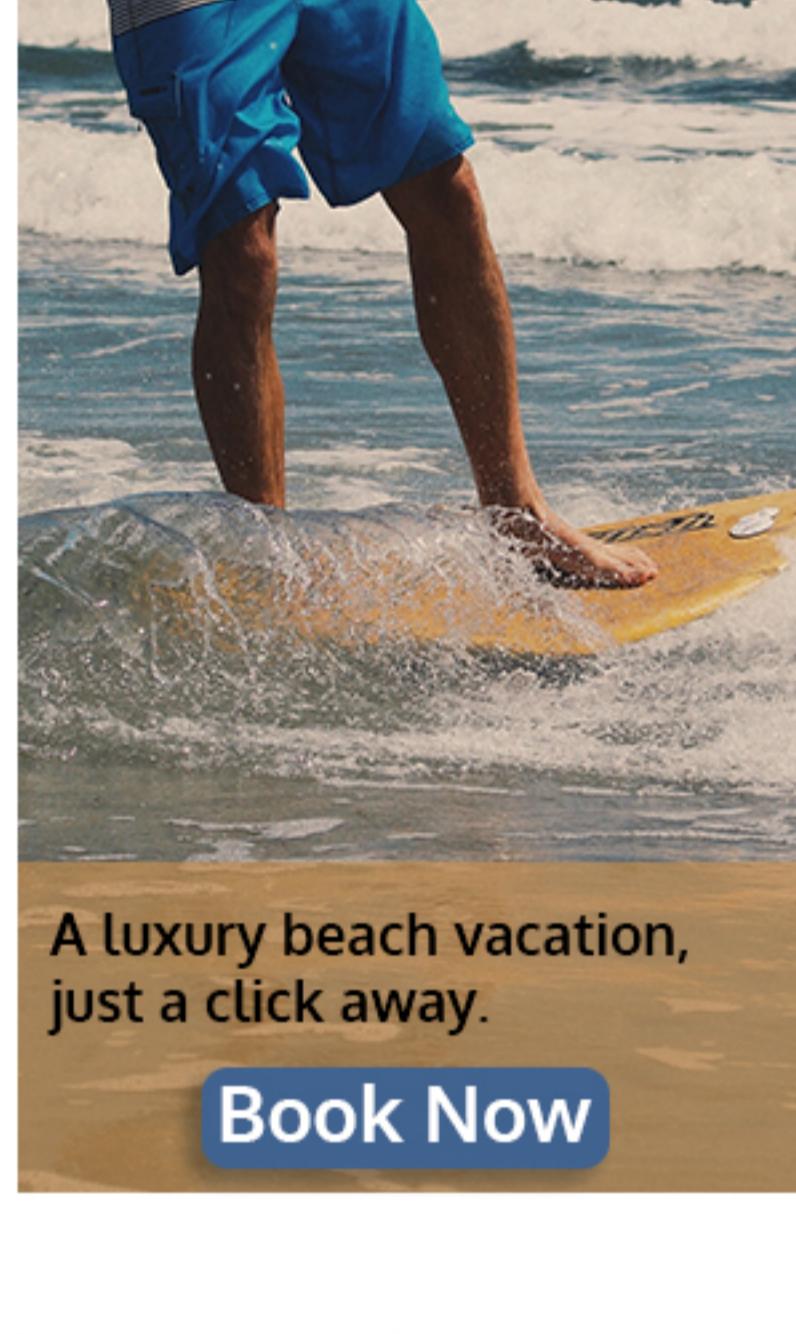
To

Book Now

Exclusive Offers

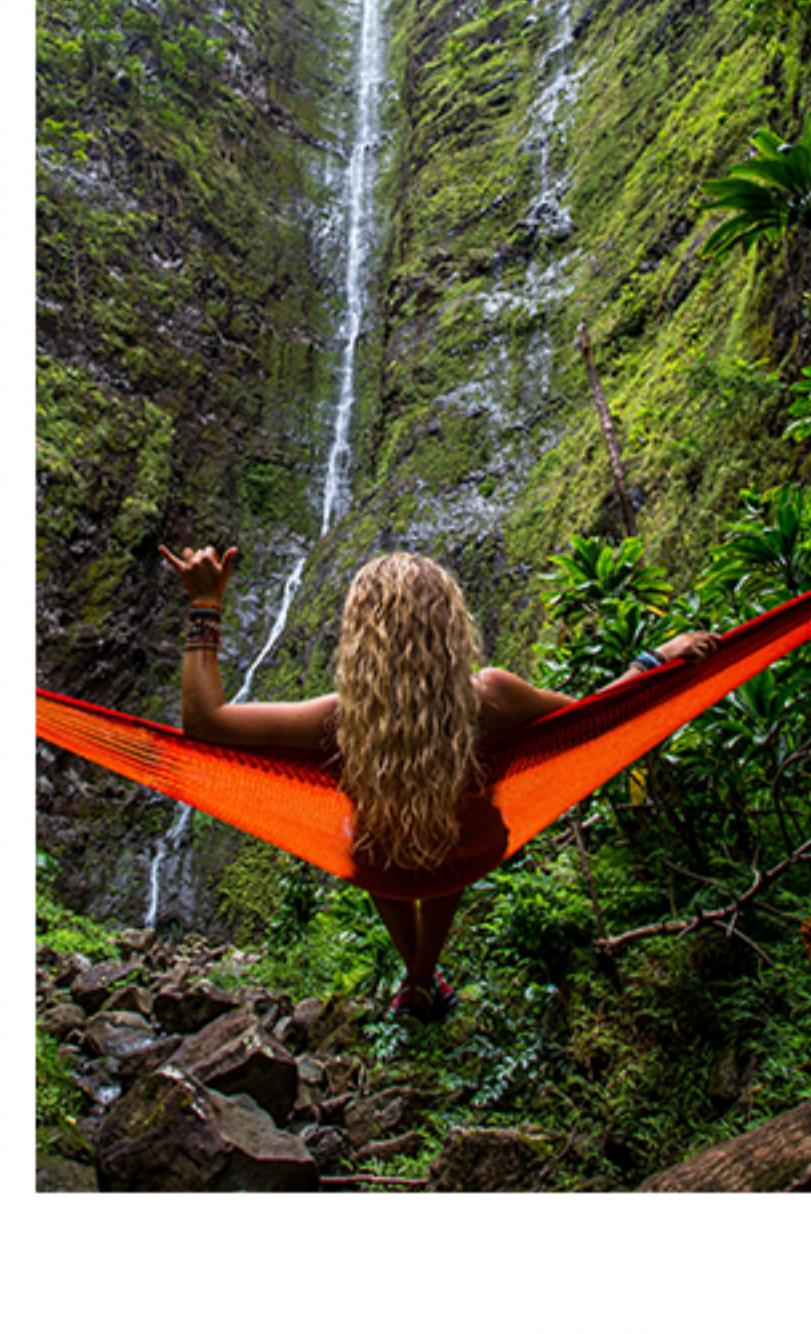
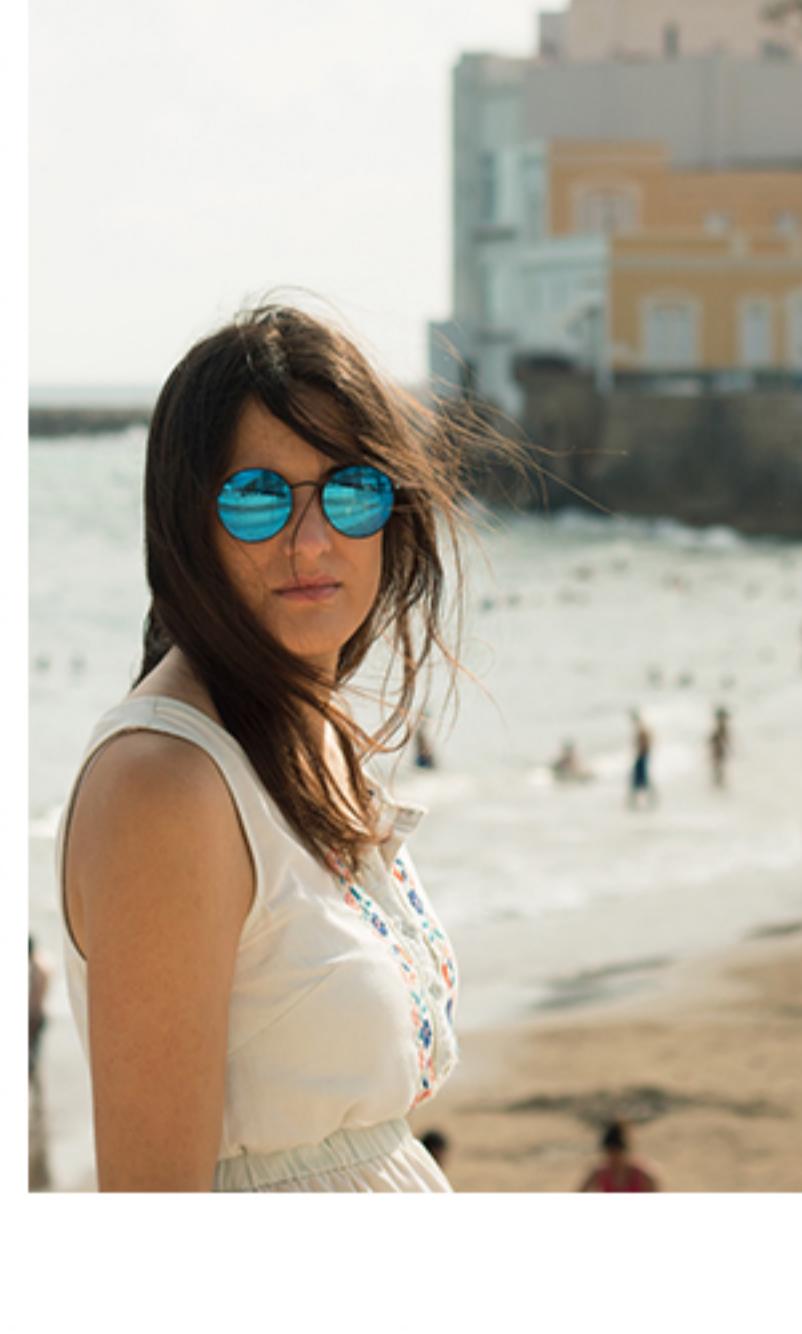
All-inclusive trips, starting from FAB\$49.99

Florida



A luxury beach vacation,
just a click away.

Book Now



Start planning your trip today with rates
that will work for you.

Book Now

About Us

FancyAir is a company for the people. We can't believe the rates other companies charge for flights so we decided to ABOLISH them by charging rates that are super affordable for you and super unaffordable for us!

Explanation

These are the creative decisions I made that point people to point B:

- I made my "Book Now" buttons pop off the page, to make them more eye-catching.
- I put a "Book Now" on every exclusive offer photo to make it easier for users to book those offers.
- I put a "Book Now" button at the bottom of the page to pull users in just in case nothing else on the page attracted them

My Portfolio!

[Designs](#)[Art](#)[Contact](#)

About the Artist

Lore ipsum dolor sit amet, consecetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. augue duis dolore te feugait nulla facilisi.

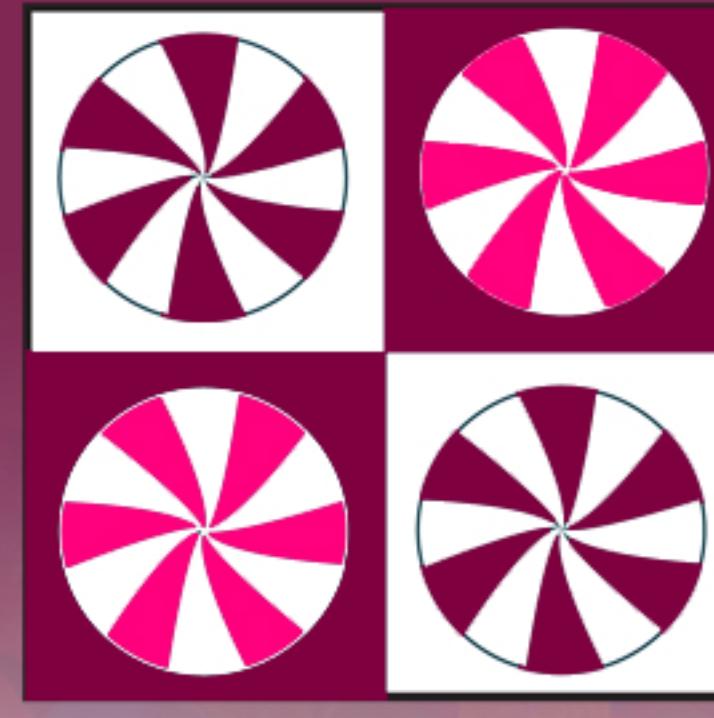
Lore ipsum dolor sit amet, cons ectetuer adipiscing elit.

What to Expect...

Lore ipsum dolor sit amet, consecetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. augue duis dolore te feugait nulla facilisi.

Lore ipsum dolor sit amet, cons ectetuer adipiscing elit.

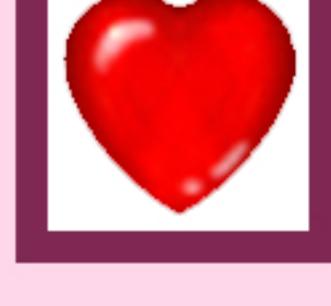




SUGAR SMASH

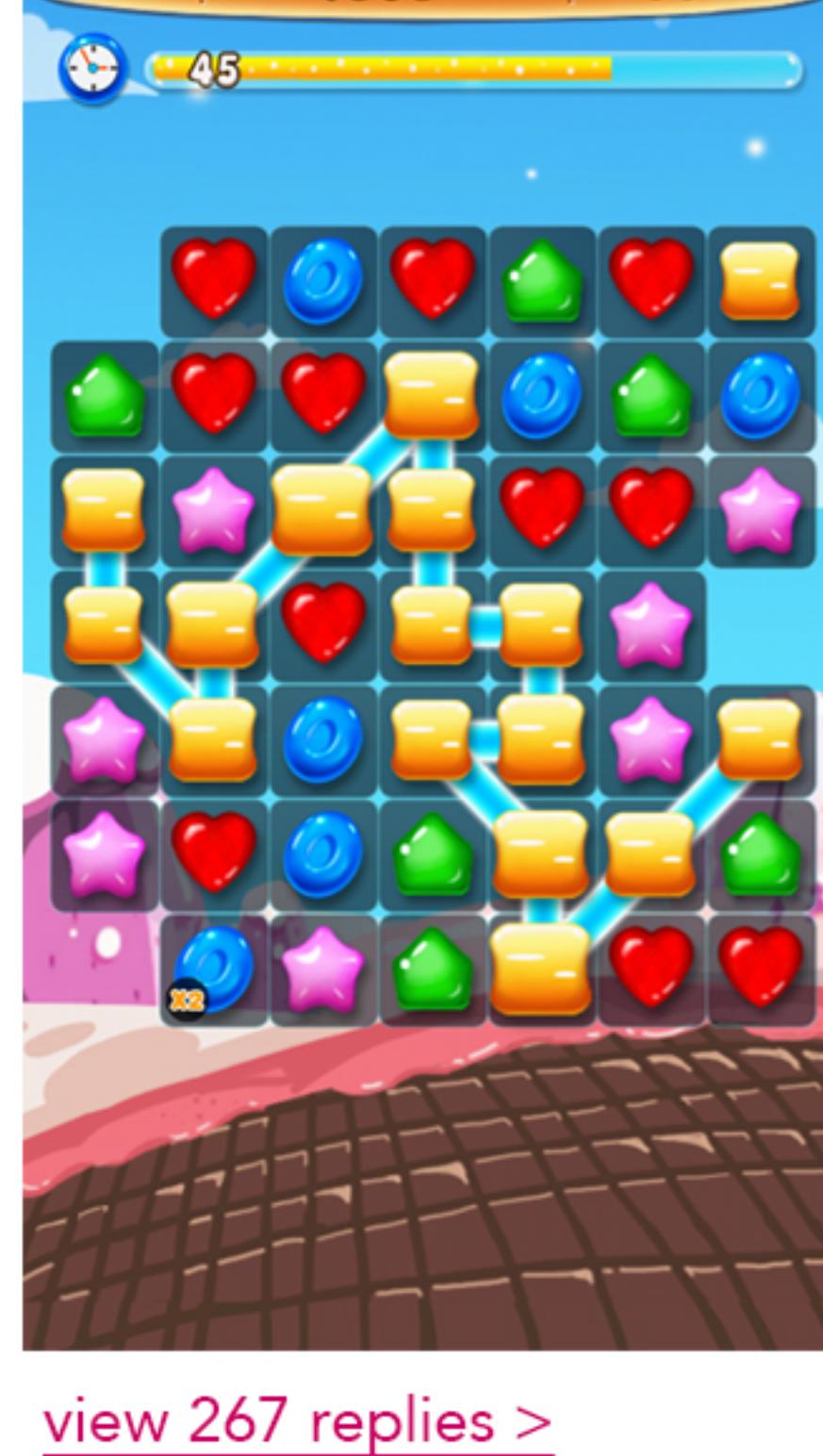
[WHAT'S NEW?](#)[FORUM](#)[GAME UPDATES](#)[ABOUT](#)**v WHAT'S NEW?**

- > Top posts
- > Top scores



candy_smasher48: Update 10.6.8

So...new update has arrived...what does everyone think? Definitely am loving the addition of the new time bar however, can't say I'm the biggest fan of the text they're using now.



[view 267 replies >](#)

Candy Smash Ltd.

MONOCHROMATIC

The monochromatic colour scheme is effective because it still allows the proper things to stand out such as the text, and the logo. The post on the page is over a white background which helps to make it pop. I think using any colour besides white or a very light colour would be too distracting. Overall, the pink colours give off a playful and childish vibe. It reminds me of something sweet too which fits well because candy is sweet.

The Valhalla Bulletin

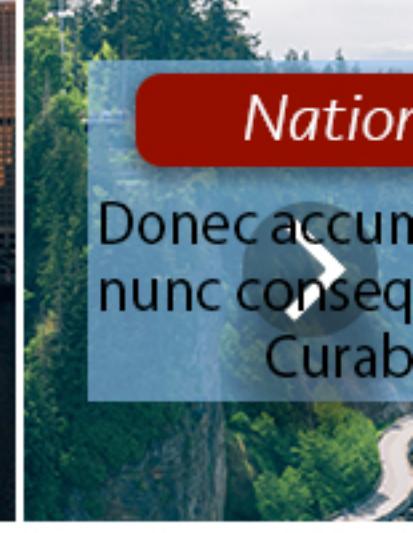
Daily News, Just For You

Home

News

Interviews

Events



twitter

facebook



The fire on main street today.

Quick Links

[Home](#)

[News](#)

[Interviews](#)

[Events](#)

[Columns](#)

February 28, 2017

Fire On Main Street

Loreum ipsum dolor sit amet, consectetur adipiscing elit. Mauris scelerisque molestie erat, at dignissim risus pellentesque nec. In ut vehicula eros. Nulla in dolor sed dolor varius porttitor tempus ut justo. Pellentesque laoreet id ante id lobortis. Morbi in interdum sem. Duis tempus efficitur augue. Donec accumsan metus at nunc consequat consectetur. Curabitur vel felis vitae dui porttitor elementum eu ut sem. Ut volutpat congue odio. Cras iaculis erat in ex convallis maximus. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Pellentesque sit amet fermentum elit, eu tincidunt metus. Pellentesque sollicitudin auctor efficitur. Sed non leo viverra, sollicitudin arcu non, rhoncus erat. Integer ac enim a nulla sollicitudin scelerisque.

Beu rutrum egestas, odio libero tincidunt dolor, a consequat eros leo eu leo. Aliquam in dolor imperdiet, vehicula erat at, euismod justo. Praesent ut ex est. Sed a congue lorem, ornare tincidunt erat. Donec in justo ut urna elementum lobortis. Aenean est sem, convallis ac malesuada at, pharetra non ex. Aenean eleifend ex quis commodo venenatis. Nullam ultricies vehicula libero ac elementum. Curabitur sodales commodo elit, et sagittis metus dictum id. Curabitur eget mollis metus. Proin elementum porta porta. Proin hendrerit, sapien ut tempor posuere.

[Home](#)

[About Us](#)

Policy

Careers

Contact

Location Map

[News](#)

[Canada](#)

Each Article

National

International

Provincial

Local

[Interviews](#)

[Interviews Top](#)

Each Interview

[Events](#)

[Events Top](#)

Events Each Detail

Mind-Mapping



Real Life Realtor

[Meet the Realtors](#)

[Open Houses](#)

[Buying](#)

[Selling](#)

[Listing](#)

[Contact Info](#)

What You See is What You Get!



About Us

Formed in 2008, Real Life Realtor has sold over 500,000 homes. We pride ourselves on being an honest and open family company, "what you see is what you get" is our slogan and we live by it. We sell condos and family homes, generally for low to middle income, nothing too fancy. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam viverra ut lectus at condimentum. Integer eget justo ac lorem rutrum vestibulum. Quisque sagittis tempus felis et rhoncus. Phasellus facilisis, nunc eu aliquet faucibus, eros risus ullamcorper ipsum, non imperdiet ex purus nec enim. Aliquam vulputate ultricies lacinia. Proin id sollicitudin lorem. Donec sodales, magna vitae lacinia interdum, nulla nisi porttitor tellus, at gravida elit velit vestibulum dolor. Praesent in libero et nunc accumsan gravida sit amet vitae lectus. Mauris odio metus, hendrerit sit amet velit nec, lacinia ornare lacus. Cras ligula magna, pretium ac enim non, egestas rhoncus sapien. Proin vel aliquet mauris. Mauris vitae scelerisque neque. Etiam a rhoncus lorem. Cras ut consequat velit. Pellentesque in sem ac sapien consectetur dapibus nec vitae nibh.



Contact Us

Phone: 555-555-5555
Fax: 500-555-5555

Social Media

Twitter
Facebook
Instagram

Conversion

Sun Leaf Realtors

Your Name

E-mail Address

Postal Code

**Sign Up for
our Newsletter!****Submit**

Our Newsletter

[Sign up](#) for our newsletter this week to get a free consultation with one of our realtors while the offer is still valid, whether you're a first time homebuyer or a current homeowner, this is a deal you simply can't refuse!

Explanation

I used several elements of conversion in my design. First, I used encapsulation by putting a sign up box on the page. This has all the fields you need to fill out in order to sign up for the newsletter, located inside the rectangle. Next, I used directional cues by placing two orange arrows on my page. Both arrows lead the viewer's eyes to a "sign up" link or section. I used contrast to make my "sign up" buttons pop on the page. The orange contrast's nicely with the blue and the buttons definitely attract the eye of the viewer. In my description I gave the viewer an offer or a demo in exchange for signing up for the newsletter, the consultation with the realtor. In the description I also made the urgency and scarcity prominent by saying "while the offer is still valid."

