

### ***i. Summary***

At my first glance of the original website, I noticed that the layout and color scheme seemed to be very outdated and dull, but otherwise seemed to function reasonably with desktop display. With this redesign, I intend on revamping the entire site to target a larger and even younger audience, therefore I have made the decision to incorporate a more modern and minimalist scheme: soft, compatible colors and adding modern/stylish photos and contrasting darker-colored videos. I also plan to remove the standard black and white clipart images from the Services page, in aims of creating a more mature-looking page. As of now, the current site has an inconsistent color scheme, and the colors do not blend very well together. Hopefully, the softer colors can make the page easier to view, in terms of accessibility, but also be more inviting and elegant. I will focus on redesigning the Home and Services pages. The current Home page is very presentable and the videos, overlays, and grid structure seemingly provide a nice flow in terms of keeping the eye of the audience moving, so I will most likely keep those sorts of elements the same. Yet, I plan to put my own personal spin on the elements by adding hover actions, and if possible animations. Whereas the Services page needed an entire lift, I would like to create something more eye-catching, instead of appearing as having a flat and two-dimensional design. The services that are listed appear as if they were on a single sheet of paper, so I think I will use CSS grid to create individual containers for each service item. I believe this is the best approach so that our audience can stay engaged with the site as it will become more organized with the distinctions that can be created via grid boxes, but also find it a tad more visually pleasing to see information separated instead of clumped together. Another main focus of my redesign, will be to design these two pages so that they are both responsive for a mobile browser.

### ***ii. Layout***

Here are screenshots of images that depict the planned site layout:

#### ***a. Homepage Desktop View***



subheading

XXXXXXXXXX

content information

button w/ hover

video

content information

2/3

video

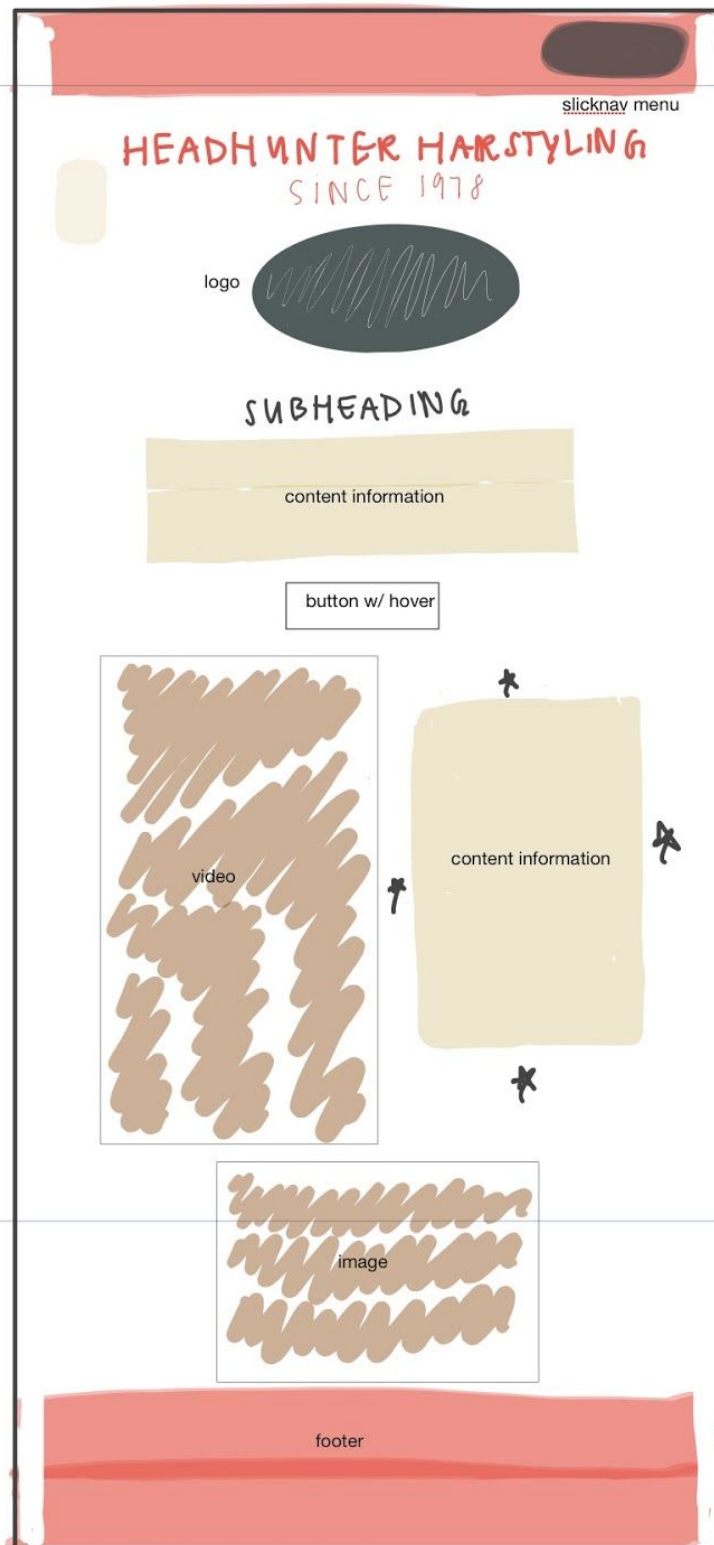
image

footer

3/3

## b. Homepage Mobile View

Homepage Mobile View Layout



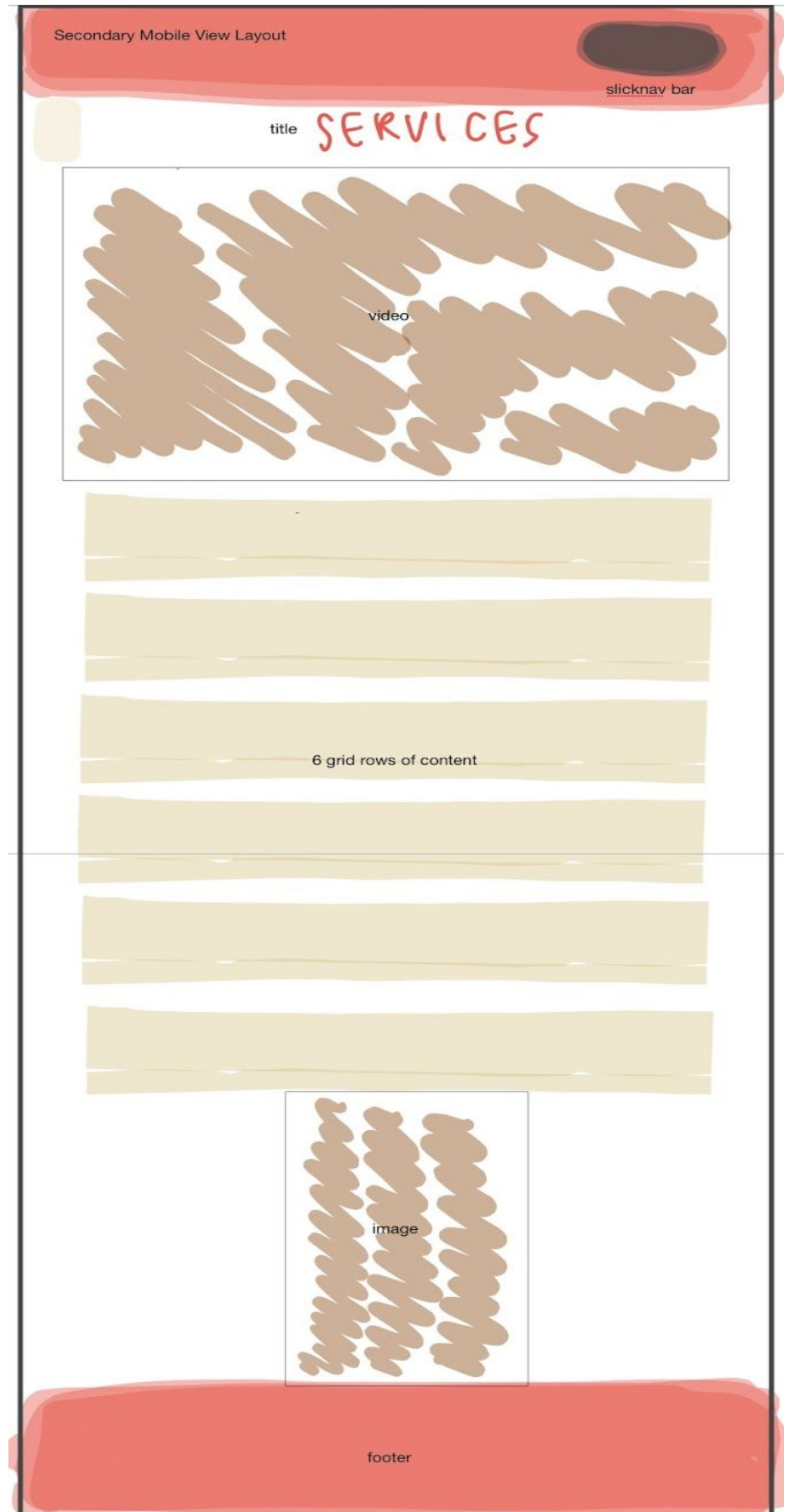
\* this content information container may likely go underneath the video \*

SN: the actual web design will have more margin and padding between different containers than what is currently shown within the layout diagram

c. Secondary Page Desktop View



d. Secondary Page  
Mobile View



### iii. Design Palette

#### COMP 126 Design Palette



**This palette represents what is found on the standard desktop view (home + secondary page)**

*SN: the 'Work Sans' font was unavailable when I created this document, so you will find screenshots of it from the website itself in order to display the font-family*

Title Text

H2; 64 px; font-family: 'Open Sans Condensed', sans serif;

Sub-title Text

H4; 42.56 px; font-family: 'Open Sans Condensed', sans serif;

HOME

HOME

HOME

Nav items with hover (L), action (R), no hover no action (middle); 19.2 px; font-family: 'Work Sans', sans serif;

Attention Hairstylists!

Sub-Heading Text; H3; 40 px; font-family: 'Work Sans', sans serif;

Calling all hairstylists looking to own their own business and become their own boss! Headhunter Hairstyling has openings for anyone looking to expand their business and venture out into the exciting world of hairstyling.

Content Body Text

paragraph; 16 px; font-family: 'Work Sans', sans serif;

Read more here

Read more here

Read more here

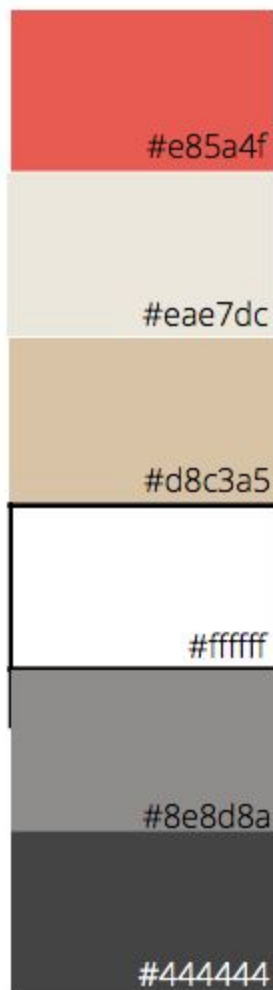
Button items with hover (L), action (R), no hover no action (middle); 19.2 px; font-family: 'Work Sans', sans serif;

Headhunter and Hairstyling and Nails

H5; 16 px; font-family: 'Work Sans', sans serif;



## COMP 126 Design Palette



### The palette represents what is found on the responsive mobile view

SN: the 'Work Sans' font was unavailable when I created this document, so you will find screenshots of it from the website itself in order to display the font-family

## Title Text

H2; 40 px; font-family: 'Open Sans Condensed', sans serif;

## Sub-title Text

H4; 1.6em; font-family: 'Open Sans Condensed', sans serif;



Slick nav items with hover (L), action (R), no hover no action (middle); 14 px; font-family: 'Work Sans', sans serif;

Calling all hairstylists looking to own their own business and become their own boss! Headhunter Hairstyling has openings for anyone looking to expand their business and venture out into the exciting world of hairstyling.

## Content Body Text

paragraph; 16 px; font-family: 'Work Sans', sans serif;

Read more here

Read more here

Read more here

Button items with hover (L), action (R), no hover no action (middle); 16 px; font-family: 'Work Sans', sans serif;

Headhunter and Hairstyling and Nails

H5; 13 px; font-family: 'Work Sans', sans serif;

Attention Hairstylists!

Sub-Heading Text; H3; 18.72 px; font-family: 'Work Sans', sans serif;

## COMP 126 Design Palette

The palette displays the gallery items used, which are all cited within each respective HTML file.

