I made my website a few different shades of pink and grey to go along with the theme of my website which is a ballet focused store and informational website. I used different shades of pink to compliment each other and grey to stand out as a more bold color.
I used different shaped hexagons to give a nice visual effect and the different shades of grey to contrast the pinks.

My design is original, the goal of this design was to look sleek,and simple and to represent the different colors of ballet shoes. I used black font on particular educational information to pop and be eye catching to the user.I added dark pink on the left to contrast the medium colored pink on the right with a light pink background and strip which shows contrast on the page and draw eyes to the subtitles. I used black for my title and cursive font for the majority of my website to give it a soft elegant touch that goes along with the theme of my website which is ballet. I made my footer the same color of pink on each page to add consistency. My alignment on the pages are connected and inline to create a sleek look..I put all the links to different pages within proximity to make navigation easier for the user.

I added a slideshow of photos of to advertise the different pointe shoe brands we offer. I made each Image with the same dimensions to create a consistent visual and to keep the page proportions the same. I made the image a fair size and placed them inside a darker colored box to add contrast to the photos. There is unity because each photos are similar if not the same in color.

I added hours of operation on the right as well as contact information and our address. I kept my font consistent when creating this portion to go along with the elegant touch this font gives to the webpage. I have used a darker font to draw attention to this information because it is some of the most important information on the page.

I added towards the bottom a link to our instagram page. I used the balck and white logo to go along with my color palette of pinks,grays , and black. The link brings you right to our instagram page.

As well as the photos I have added links to informative videos on the subject of ballet and added a brief history of my personal favourite brand Bloch. I added these elements to educate the user on the products we sell . This information is helpful and adds a rich understanding of the background and creation of their products.

On my final page I dedicated it to dance competitions coming to our city. Each row are separated by the same space gap showing the consistency and adding a nice visual. Each link takes you directly to the website of the competition. These links assist the user to become informed of dance events near us.

Citations

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Pointe Shoe Photos: Gaynor Minden, Grishko, Russian Pointe, Bloch, Capezio, Suffolk, <https://dancewearcorner.com/pages/dancewear-corner-pointe-shoes-brand-page>, Dec 3, 2019

Bloch photo, <lhttps://www.facebook.com/BlochCAN/photos/a.138917482842132/731028593631015/?type=1&theater>, Dec 3, 2019

Jumping Dancer Photo, <https://the-martyan-chronicles.com/> Dec 3, 2019

(Dancer Black Tutu) <cdn.shopify.com> Dec 3, 2019 <https://cdn.shopify.com/s/files/1/0686/8569/products/Bloch_R2921_-_Belle_Rehearsal_Stiff_Tulle_Ballet_Tutu_Womens_Black_2000x.jpg?v=1564259822>

(special code audio) <https://www.w3schools.com/jsref/met_audio_play.asp> Dec 3, 2019

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