**AJ Remodels Web Site**

**Context, Audience and Purpose**

AJ lives in Lancaster California and has been running a home remodeling business by word of mouth. He asked me to create a website for him to attract new customers. He provided basic information of photos of past work and a list of jobs he has done. My audience is perspective customers.

**Design Process**

I created the logo using Canva design drag and drop software. I integrated the design concepts contrast, repetition, alignment, and proximity throughout the document with the color scheme brown and tan.

**Strengths**

It is strait forward, listing job possibilities. Without anything extra to complicate.

**Weaknesses**

It seems a little empty and lacking information. It doesn’t have all the content most web sites have.

**Final Thoughts**

I learned Canva and reviewed HTML and CSS. I tried out different colors, text placements, graphics, and alignments. Working on this website forced me to think through how placement effects user experience.