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Creative Director: Ella Jang

Designer/Developer: Jennifer Alexander

Project Topic & Main Idea

• Topic: Origami

- Purpose/Main Idea: To convey what origami is and its significance and relevance to the modern world and culture
- **Focus:** The site should be informational (not so highly interactive like tutorial videos)

Visual Style & Tone

- Mood/Tone: Simple, basic, and muted
- Color Palette: Use a muted tone with a red (or some Japanese cultural color) accent color
 - Note: Jennifer previously created a recipe page using a similar mood, which serves as a good visual reference for the desired aesthetic

Color palette references:



Concept & Structure Ideas

- Core Concept (Unfolding Scroll): The website will start with a blank page, and as the user scrolls down, the different pages/folds will add up to create a full origami piece.
- Additional Content/Gallery:
 - The fourth page can focus on the connection between origami, science, and engineering (without popular culture)
 - Popular culture examples or an example image gallery can be placed at the very bottom of the page as an optional extra
 - Possible Treatment for Mockups: The gallery images could slide to the sides as users hover

Reference Website

• https://www.lumenartspace.com/