

# Typography

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**Arial Rounded MT Bold**  
**Baskerville Old Face**

# Research/ Mood Board

The HOAX website features a large, dramatic black and white photograph of a person standing on a rocky cliff edge. Overlaid on the top left is the word "HELLO!" and "WE ARE HOAX". Below the main image is a section titled "LATEST WORKS" featuring five smaller images of various subjects. At the bottom, there's a call-to-action button "Interested in working with us?" and a "Hero Title Example" section.

This diagram illustrates the structure of a professional website across three main sections: Desktop, Mobile, and Footer.

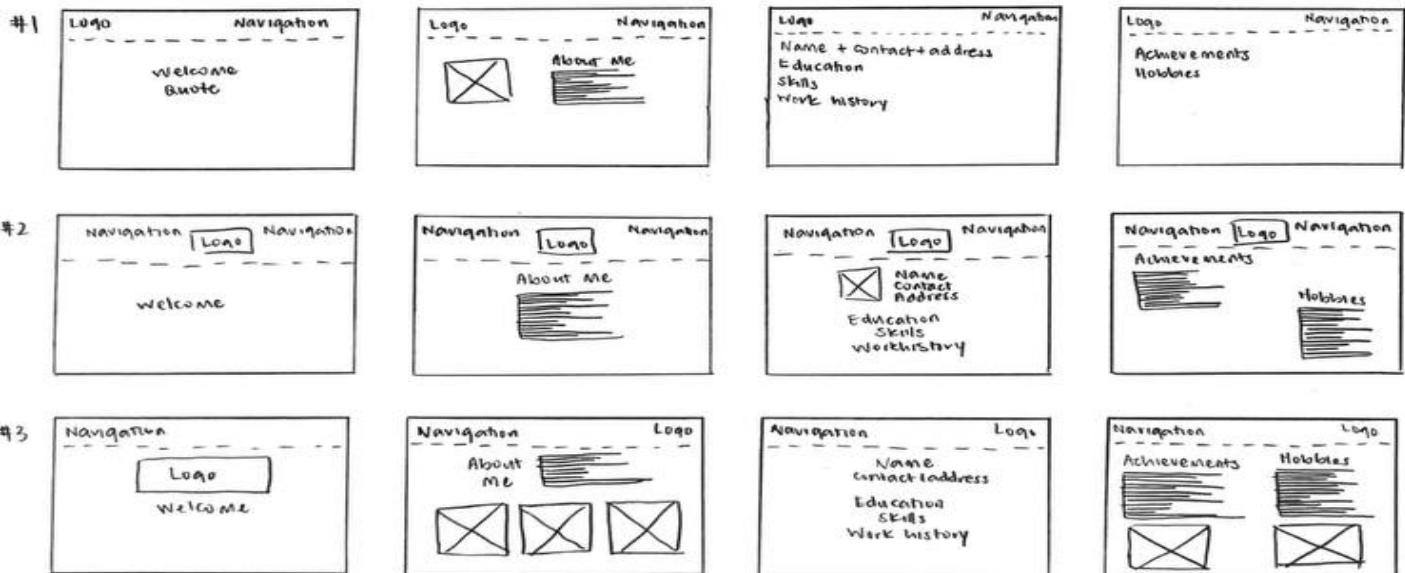
- Desktop:** Shows a green-themed desktop interface with a hero image, navigation menu, compelling headline, keyword-rich copy, CTA button, subheadings, social proof, extras, and footer links.
- Mobile:** Shows a mobile version of the website with a header, logo, navigation, and a hero image above the fold.
- Footer:** Shows a footer area with links for quick navigation, social media, and contact information.

Annotations explain specific design elements:

- Professional logo:** bigger is NOT better, this isn't the focus of your website.
- navigation with straight forward page titles**
- hero image**
- fold**
- offerings directory aka "visual menu"**
- absolutely essential for trust and credibility!**

# Concept Sketches

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Thinking Made Visual



**Elvina Cheong**  
UX Designer  
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I am an 18 year old student in Republic Polytechnic currently pursuing a diploma in Digital Design & Development. Fueled with passion and a positive attitude, I aim to provide customer satisfaction through the pleasure provided in the interaction with my work as an aspiring UX Designer.

I have extensive experience and am well-versed in different forms of art, ranging from music to dance, and I aim to incorporate and convey my history through design.

In my free time, I like to explore different art styles and seeing how art can be interpreted differently based on an individuals background, culture, or experiences. My favourite brands are Vivienne Westwood and Chrome Hearts, which I feel describes my style the best.



## Education

Diploma in Digital Design & Development,  
expected in 2024, Republic Polytechnic

## Skills

Sales Expertise  
Hospitality and Accommodation  
Service Prioritization  
Adaptable and Flexible  
Strong Communication and Interpersonal Skills  
Cool Under Pressure  
Team Collaboration

## Work History

Waitress, Tonkotsu Kazan Ramen  
01/2-22 - 04/2022  

- Maintained customer satisfaction
- Maintained safety and sanitation within the restaurant
- Assisted customers with making personal decisions based on their interests

## Languages

Chinese  
Japanese

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Depicted by Republic of Hyndwick

**ART FEST**

**2022**

Featuring works by  
P. Gianna

27th November  
3pm to 10pm  
National Art Museum  
Free Entry

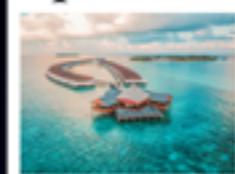
[www.artfest2022.com](http://www.artfest2022.com)

hello there  
I am  
Elvina



Castle on Ice

## Maldives Special



and operates bathfully. The most coveted of the overwater options, the nine Ocean Pool suites and seven Private Ocean RESERVEs, have massive private slides going from the top-floor into the crystal-clear water.

The BEST OF MALDIVES package at Anantara Dhigu Maldives Villas is ideal for a taste of adventure and to experience some of the resort's most loved offerings — including with meals trips ranging from an overwater observatory and a float at MIA, the world's first underwater restaurant and wine cellar. The offer includes complimentary daily breakfast, and dinner at any of the resort's three restaurants during your stay. Located on the Rihandhee Atoll, in the Baa Atoll, a UNESCO Biosphere Reserve, the

state-of-the-art resort offers accommodation in 40 private villas and residences (choose from a beachfront villa or an overwater pool villa,



and let the sun set over your horizon with complimentary cocktails.

## Marine life at your doorstep

The BEST OF MALDIVES package at Anantara Dhigu Maldives Villas is ideal for a taste of adventure and to experience some of the resort's most loved offerings — including with meals trips ranging from an overwater observatory and a float at MIA, the world's first underwater restaurant and wine cellar. The offer includes complimentary daily breakfast, and dinner at any of the resort's three restaurants during your stay. Located on the Rihandhee Atoll, in the Baa Atoll, a UNESCO Biosphere Reserve, the

## The Maldivian Adventure

Indulge your craving for the outdoors with resorts and packages that allow you to immerse yourself in the Maldivian blues.

### Customise Your Adventure

Located on the lesser explored Gaafu Dhaalu Atoll, The Residence Maldives at Dhigufushi offers tropical adventure away from the resort crowd. With 175 accommodations that come with a private pool each, the resort is spread across the island surrounding Dhigufushi Island. The island is home to over 1,200 species of corals and 2,000 species of fishes, and the property lets you make the most of this natural wealth with activities such as diving trips, night snorkelling, firefly night diving, an underwater photography course, and island expeditions.



# Calisto MT

Calisto MT is a serif typeface that was first designed for a Dutch typographer, Ron Carpenter, in 1987. It is used for both body text as well as display text, and has an extended stroke contrast.

a b c d e  
F g h i j  
k l m n o p  
q r s t u  
v w x y z