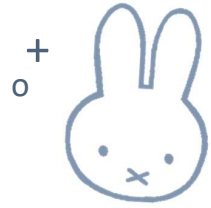




WEB DESIGN TASK 1 (Synoptic)



- , brief introduction , -

My website is going to be for Choi Yeonjun; a music artist. The website will be created for a fashion magazine he is about to publish. This document contains research and ideas for how the website will look like as well as what it will consist of.

- , interviews , -

Persona 1:

Question: Is there a website's design that you really like?

Answer: Yes, fender (fender.com) really sparks my interest as a website.

Question: What colour scheme would u prefer in a website? Simple or colourful?

Answer: I personally prefer simple and concise websites.

Question: Do you have any font preferences?

Answer: 'Aharoni' and 'Abadi' fonts.

Question: Is there a specific theme in general that you like for websites to have?

Answer: Yes, especially light mode.

Question: What catches your eye the most when you open a website?

Answer: The home page and the websites logo.

Persona 2 :

Question: Is there a website's design that you really like?

Answer: The Molang website (molang.com) has a design style that catches my eye.

Question: What colour scheme would u prefer in a website? Simple or colourful?

Answer: Simplistic, pastel colour scheme (Pinks, purples and blues).

Question: Do you have any font preferences?

Answer: Uncomplicated fonts, easy to read.

Question: Is there a specific theme in general that you like for websites to have?

Answer: Minimalistic and interesting looking.

Question: What catches your eye the most when you open a website?

Answer: Colour schemes, fonts and images.

Persona 3:

Question: Is there a website's design that you really like?

Answer: A website design that I really like would be YumeTwins (yumetwins.com) because it has easy to use interface as everything is sectioned accordingly with simple and seamless transitions.

Question: What colour scheme would u prefer in a website? Simple or colourful?

Answer: As for the colour schemes, personally I would prefer something colourful, which would fit the theme of the magazine.

Question: Do you have any font preferences?

Answer: For fonts, personally I love something which is curved but still clear to the eye.

Question: Is there a specific theme in general that you like for websites to have?

Answer: Light colored themes.

Question: What catches your eye the most when you open a website?

Answer: Description of the website, images & anything colourful (which shows contrasts).

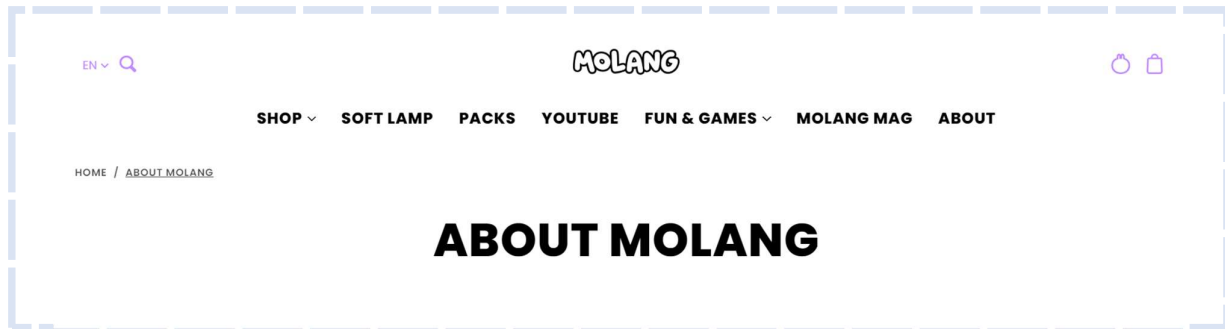
- , 3 existing websites that fit into the scope of my magazine , -

Website 1 – seventeenshopus.com (home page)



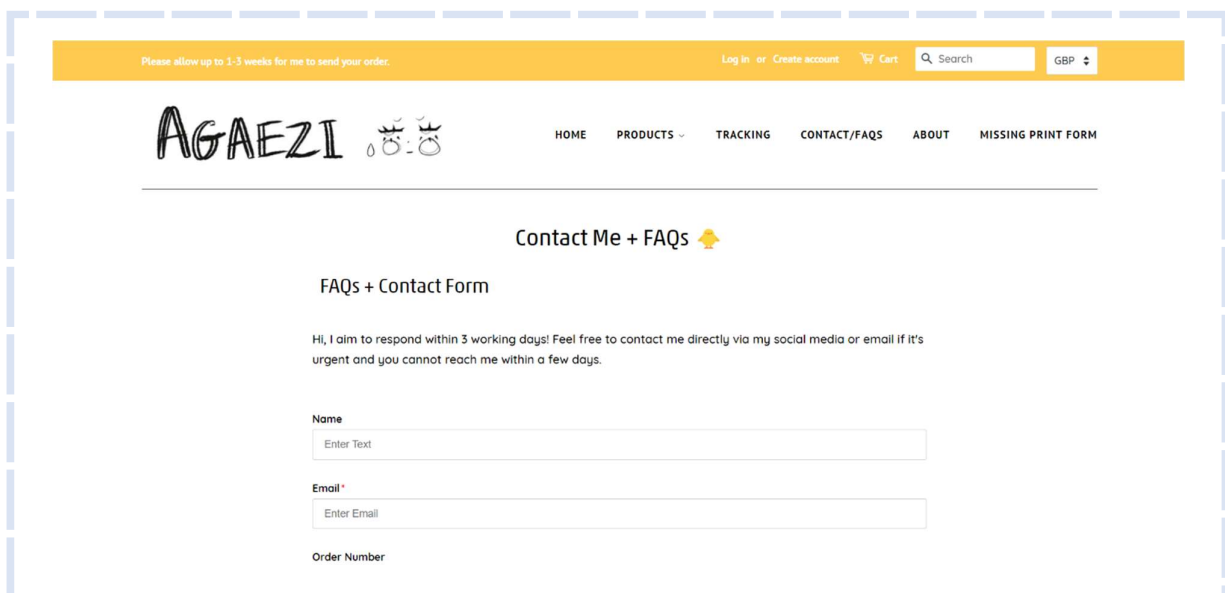
Important elements that are on this page include; the very simple interface, with a minimalistic style (which seemed to be a popular common interest in the interviews). Apart from the style/interface, the colour scheme is also made up of light colours that contrast with each other. The size of the image in the back is also eye catching, and referring back to the interviews, photos seem to be something that's first noticeable when opening a website.

Website 2 – molang.com (about page)



I found that this about page matched the feedback quite well. This is because of the simple and readable font that was used, as well as the website name at the top, which stands out from the rest of the text (still keeping a minimalistic style). The pop of colour on the icons is also a light lilac, which contrasts with the white background of the page.

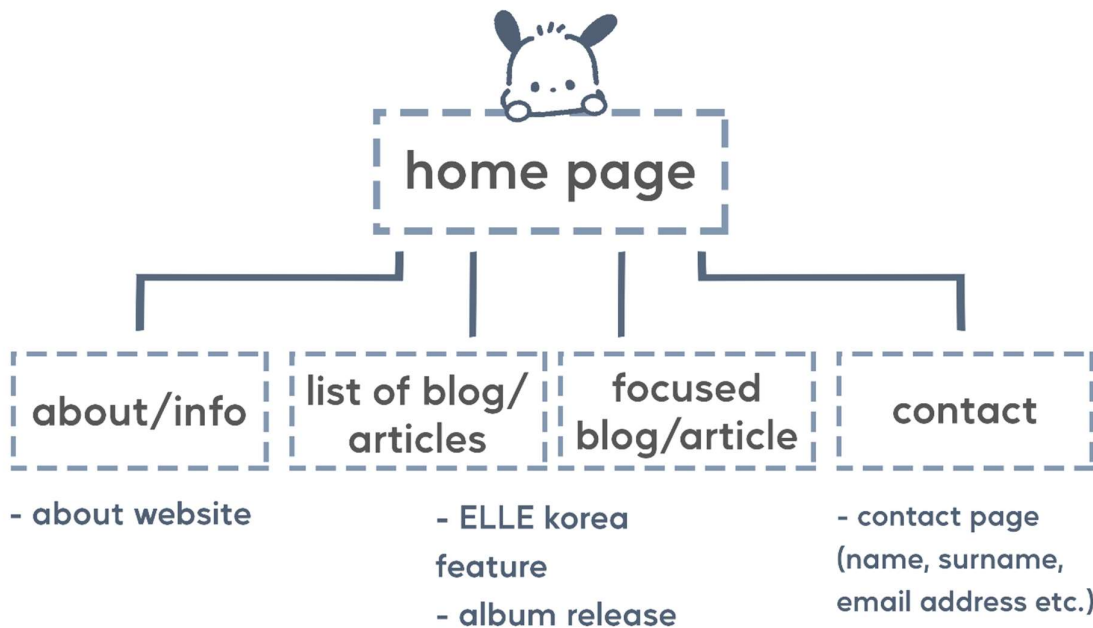
Website 3 – agaezi.com (contact page)



Finally, this contact page is a bit less simplistic when it comes to the website logo, but since everything else is straightforward and not very busy, I think it's still a nice balance. There's also a light colour scheme being used which makes the page look less plain and a bit more interesting to look at.

- , sitemap , -

These will be the different pages of the website, all accessible from the home page.



- , ` style guide ` , -

For my style guide, I included things that would be most important for my website;

The website name and its logo, colour schemes I want to use throughout the website, images of the influencer that will be used, as well as fonts.

STYLE GUIDE

website name/logo

YJ magazine



color scheme(s)

#8d9ac6

#b9b9d1

#cdc6d6

#e8cfd5

#eedad9

#ffb8c7

#f9c6d1

#f9d7d6

#fff7f6

#b0c1db

#8eacd0

theme (photos)



fonts

ABADI (extra bold)

Lorem ipsum dolor sit amet. Et corrupti
facere et ducimus necessitatibus ut
temporibus sunt non labore.

Mustica Pro

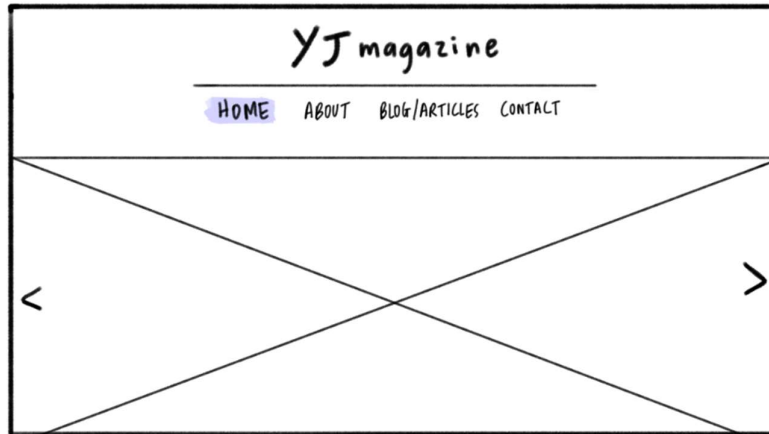
Lorem ipsum dolor sit amet. Et corrupti
facere et ducimus necessitatibus ut
temporibus sunt non labore.



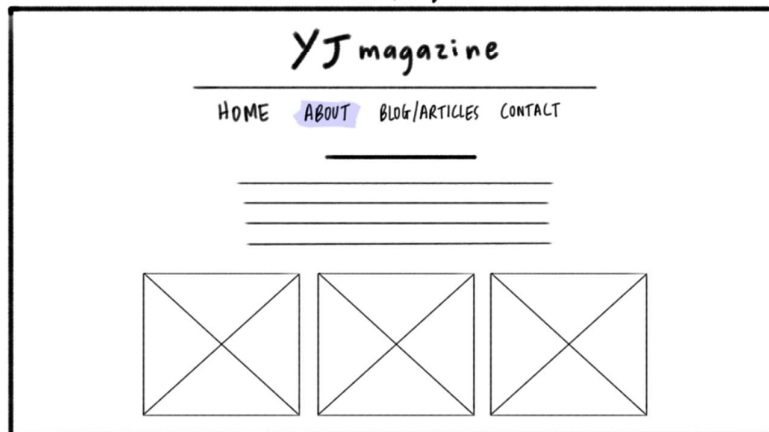
- , wireframes , -

home page

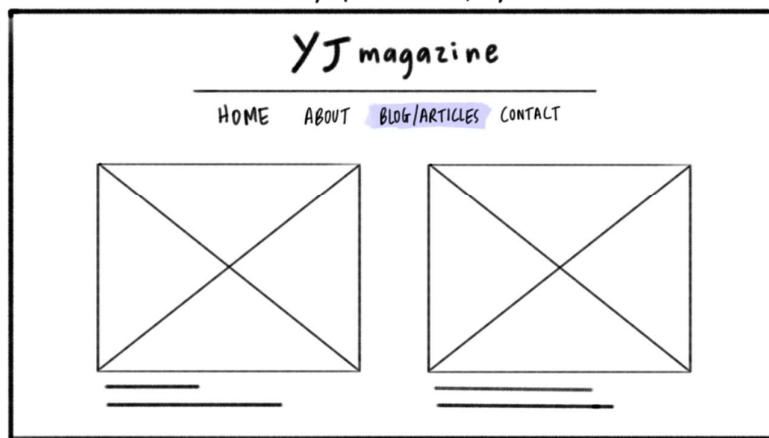
slideshow
w/ different
images



about page



blogs/articles page



contact page

YJ magazine

[HOME](#) [ABOUT](#) [BLOG/ARTICLES](#) [CONTACT](#)

FIRST NAME

LAST NAME

EMAIL

DETAILS

[SUBMIT](#)

- _mockup_ -

