

NMED 3520 Assignment 2: Site Outline

Website link: <https://esk205.github.io/index.html>

Site Outline (~200 words)

- What is your topic and why does it interest you?

My chosen topic is psychology, as YouTube channels inspired me like Psych2Go since their presentation of cartoon visuals and playful mood/vibe made it feel accessible for all audiences even if the concepts would probably be too abstract for younger audiences to fully understand.

- Who is your audience?

Any audience that is high school age and up as the graphics and interactivity of the website was appealing to audiences that can appreciate more mature themes like understanding what a snake oil salesperson product would be to illustrate the concept of the placebo effect where the snake oil product doesn't provide any of the benefits it claims to do.

- What are you trying to achieve and why?

I am aiming to achieve a light-hearted means of introducing psychology concepts in a more fun way with fun visuals.

- What content and features will you include?

The content I will include are images that will resize to become larger when the user hovers over the images. I will do my best to make the website as mobile friendly as possible, so that will mean making sure that web elements all fit on the website as originally intended. I made a grid-like system of MBTI personality types that have this image enlarging feature that will make the website more engaging to interact with, also the images would be web links to a website explaining the various MBTI personality types.

- How do you want people to feel and how will you do this through design?

I want people to feel entertained, engaged, and curious to learn about psychology concepts. So, I achieved this by choosing images that make the viewer think but also get some sort of reaction where the user feels like they can relate to that psychology effect in their own life and how it relates to the psychology concept being explained. For example, there is an image of a guy eating fast food, but he wants to achieve the dream of becoming a hero that can be there for others, but the issue is that eating fast food makes him fat so hence why it's illustrating cognitive dissonance.