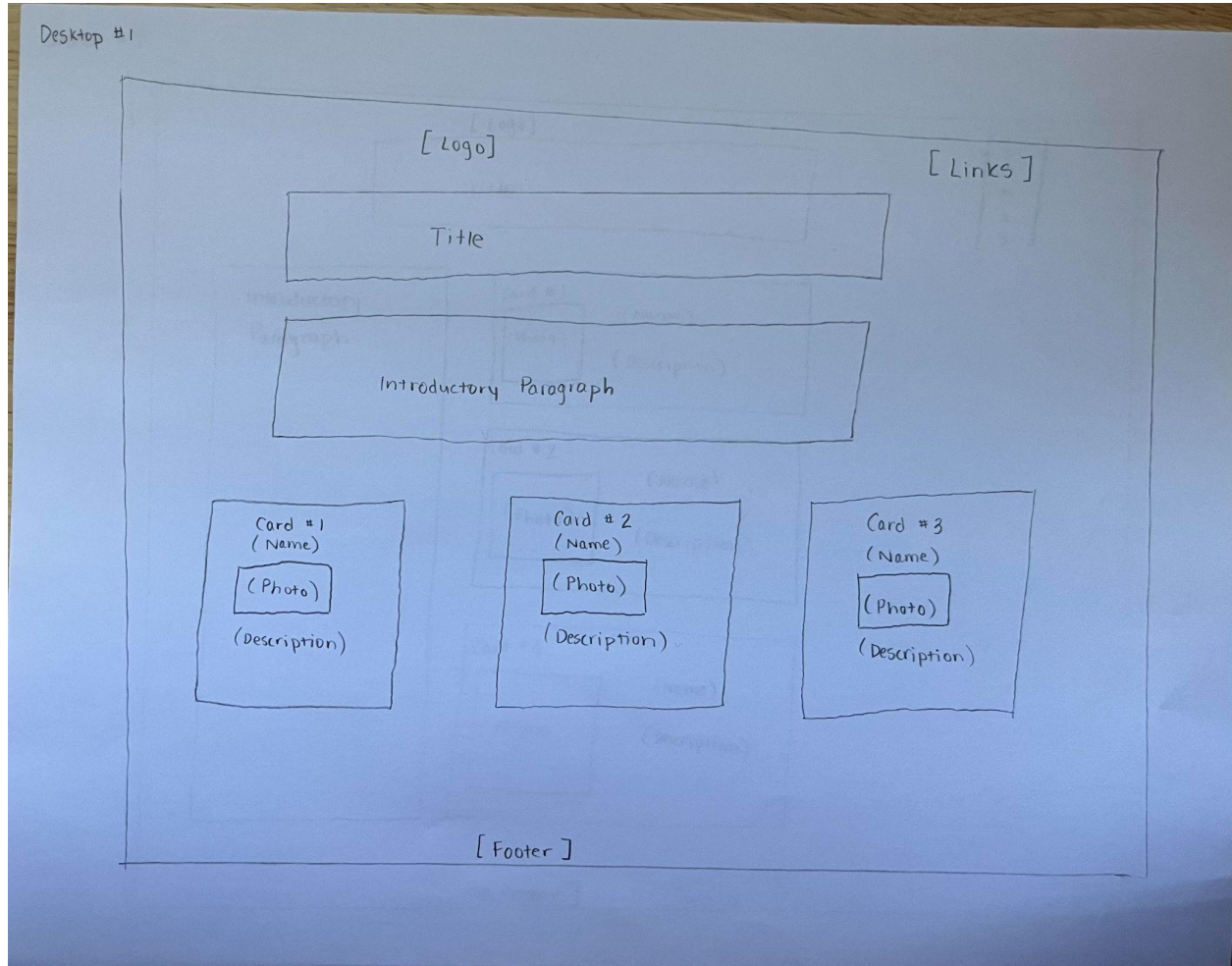


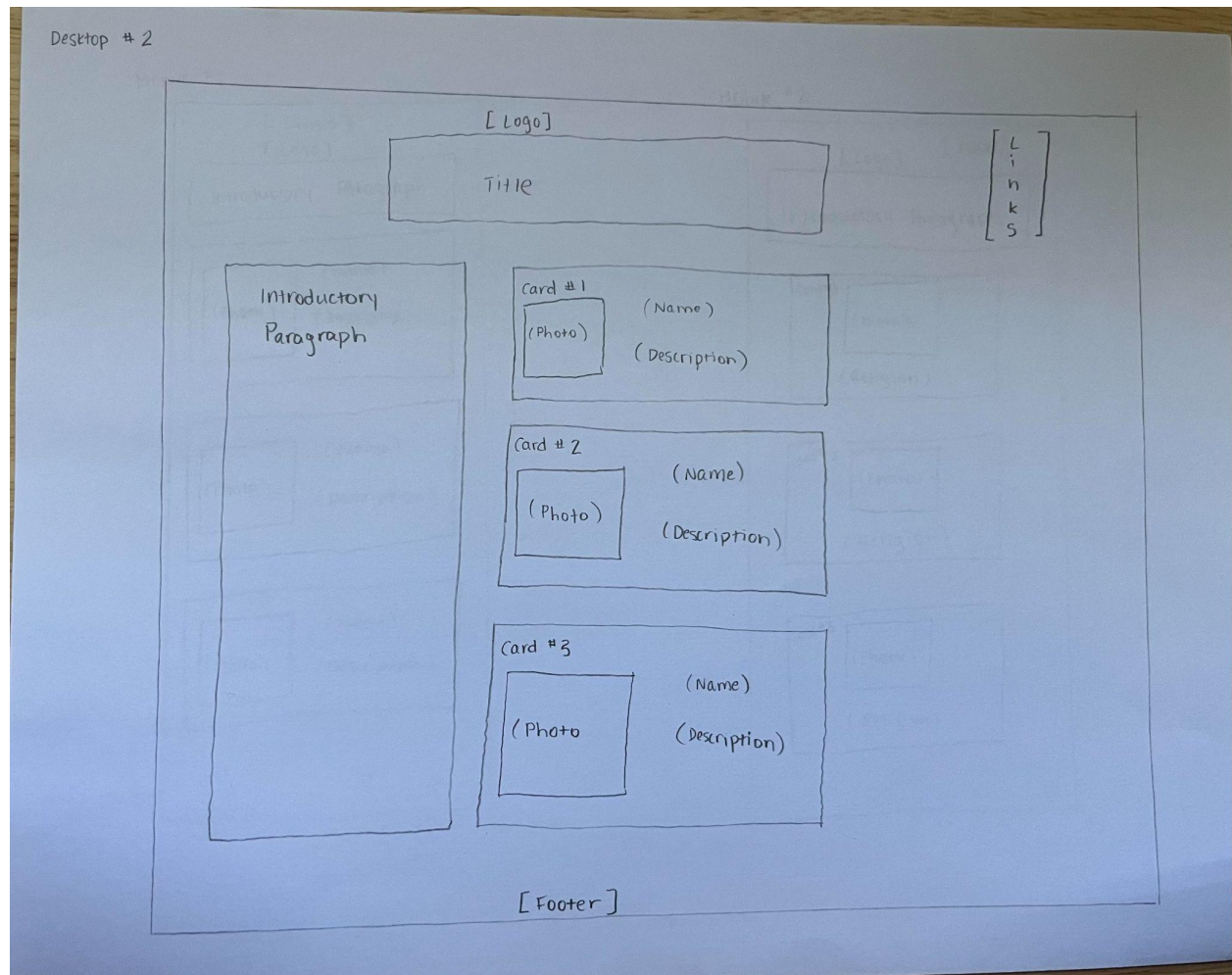
Francesca Restani

## Wireframes

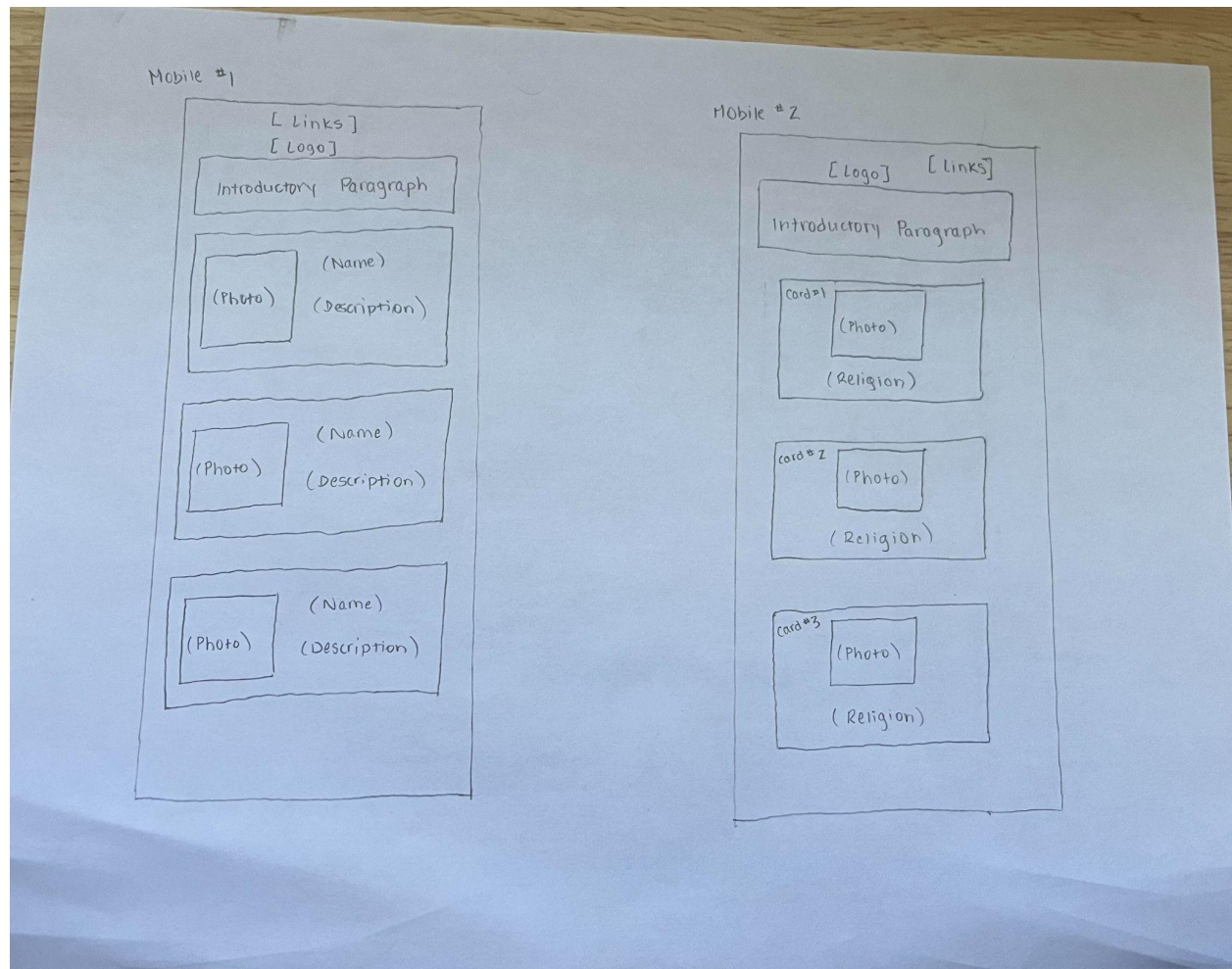
### Desktop #1



## Desktop #2



## Mobile #1 and #2



### Style Guide

I decided to arrange my interviews as blocks that people can click on that will take them to the interview pages. I thought this would make it more streamlined and easy on the eyes while still conveying the most important information. As for the images, I want to include pictures of my interviewees to make it more personalized. I would like to keep it consistent so that it is easily understood by all. For my typography, I intend on using a custom or online font that complements the look of the website without being too distracting. Times New Roman or Arial would be good built-in fonts, but I want to see if I can find something that fits the aesthetics of my website better - a good example would be Mulish

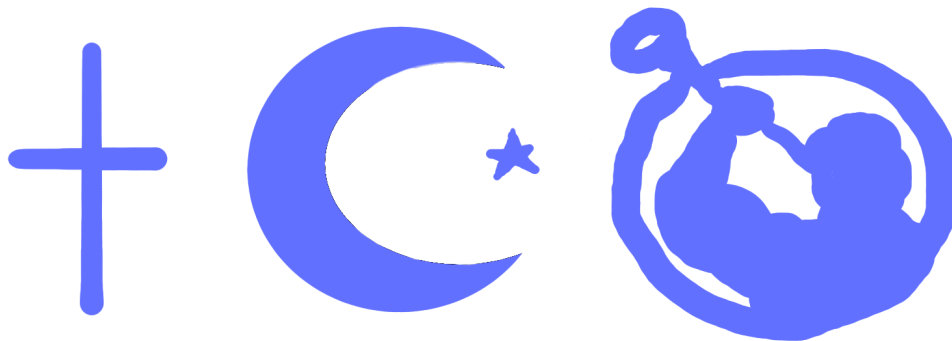
(<https://fonts.google.com/specimen/Mulish>). For the composition, the boxes best organize the information that I'd like to provide. As mentioned earlier, it would make it more streamlined. As for language, I created the interviews in an essay-style format with emphasis on certain quotes in the interviews. This is to grab the reader's attention to certain parts and diversify the look of those pages.



- *Will your site aim to give homogeneous components consistency, or will you prefer to capitalize on diverse components with shifts in aesthetics and mood?* I aim to give homogeneous components consistency. The plan is to arrange it in a format from one of the previous assignments (the restaurant one).
- *Would you prefer to soothe your audience with familiarity and conventions, or grab their attention with innovation and surprises?* I will be focusing on familiarity - I want readers to be able to interact with the website easily and focus on the content rather than the look of the website.
- *How will your site generate communicative authority? Is it more appropriate to reference corporate aesthetics, or establish a personalized and intimate relationship with your audience?* To do this, I will be taking a personalized approach with homemade images that fit the subject matter.

## Style Guide

Logo:



I decided to keep it simple for my logo, as to not detract from the background. I interviewed people of three different religions, so I chose to represent the motifs of all three. I did not include any words because I wanted the focus to be what the website represents.

There is only color in this palette, as my background uses drawings and a background that are already colored.

R: 98

G: 112

B: 255

Hex: #6270ff