Francesca Restani

Wireframes

Desktop #1

Desktop #2

[Logo]

Title

Links

Introductory
Paragraph

Card #1

(Photo)
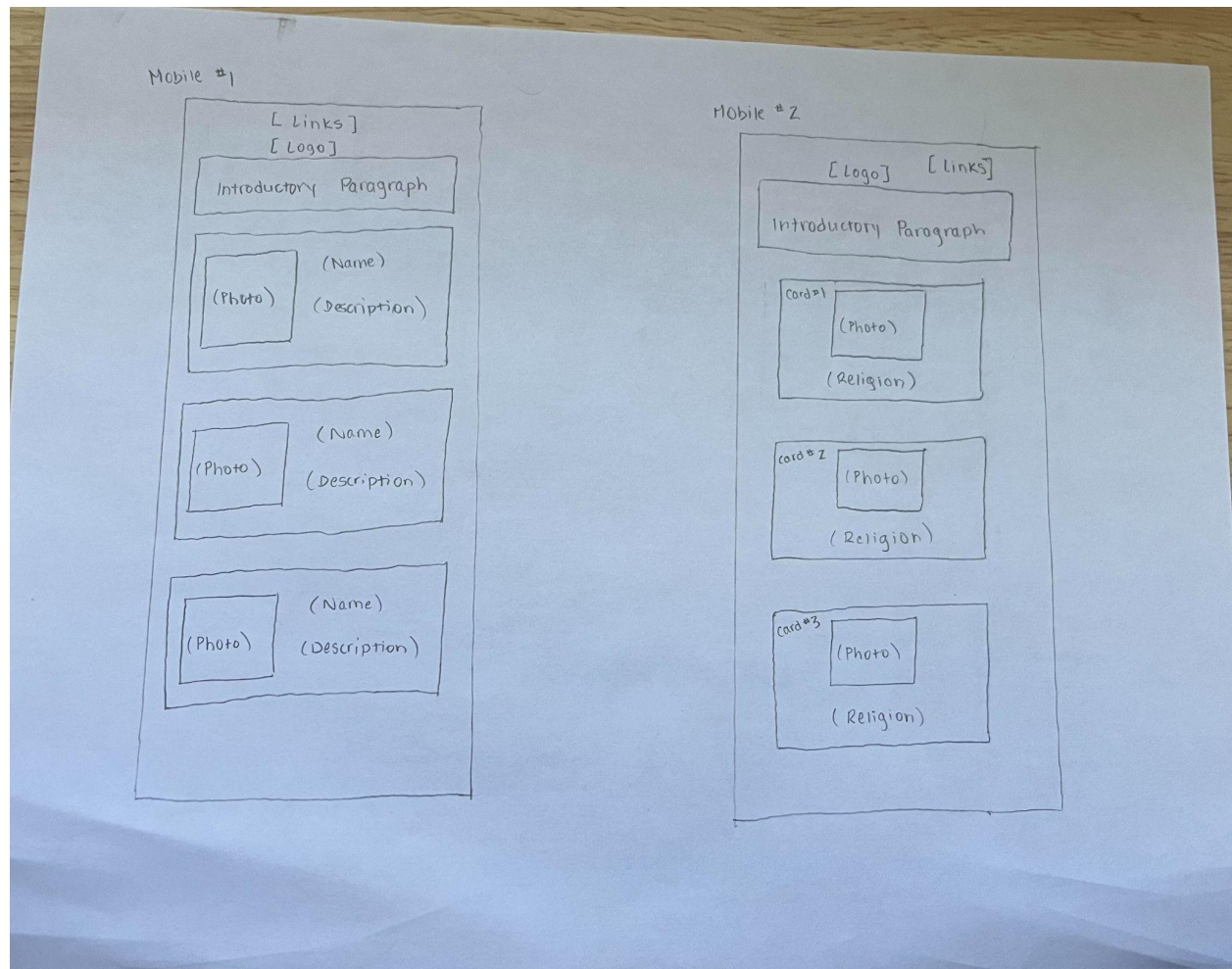
(Name)

(Description)

Card #2

(Photo)

(Name)

(Description)

Card #3

(Photo)

(Name)

(Description)

[Footer]
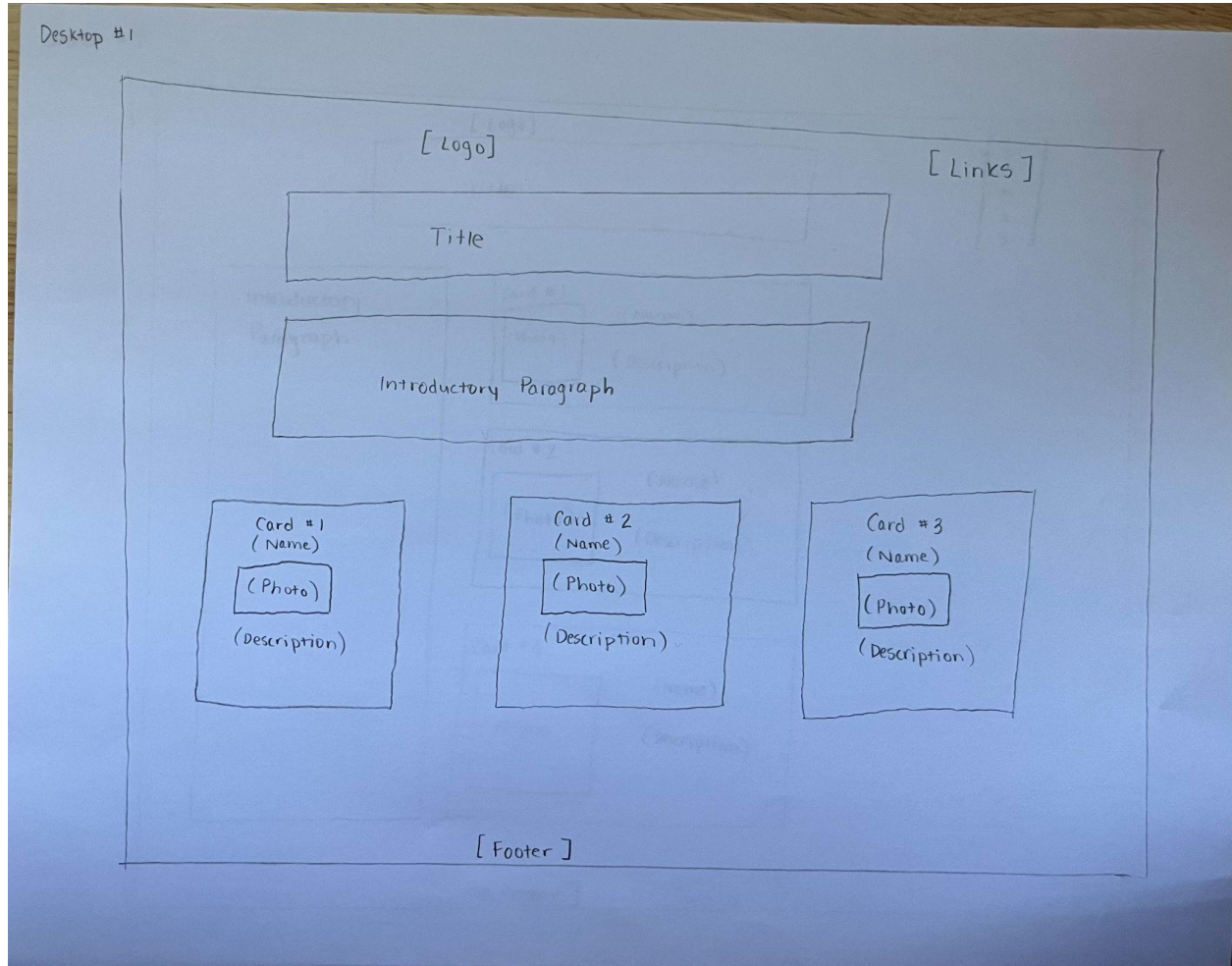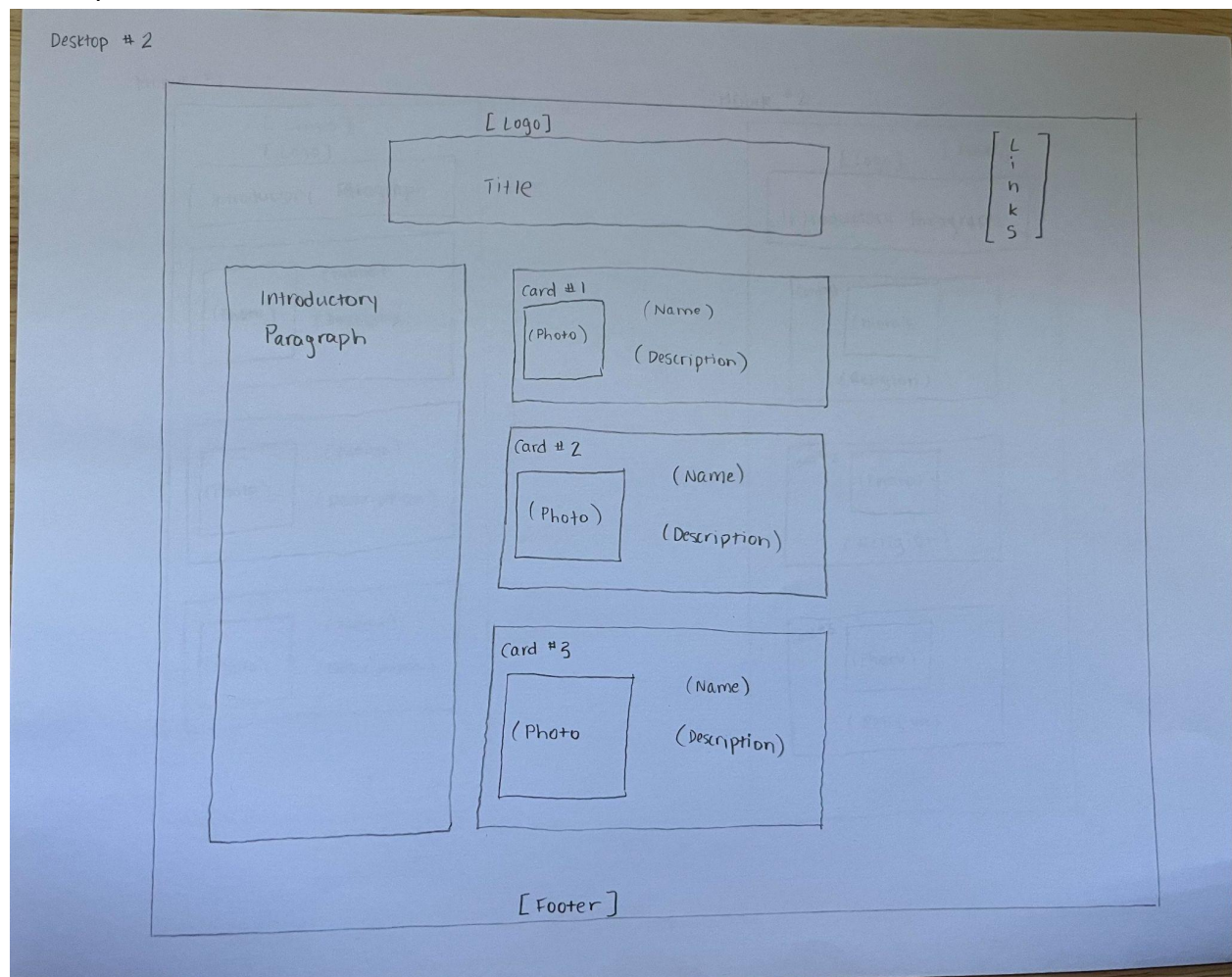
Mobile #1 and #2

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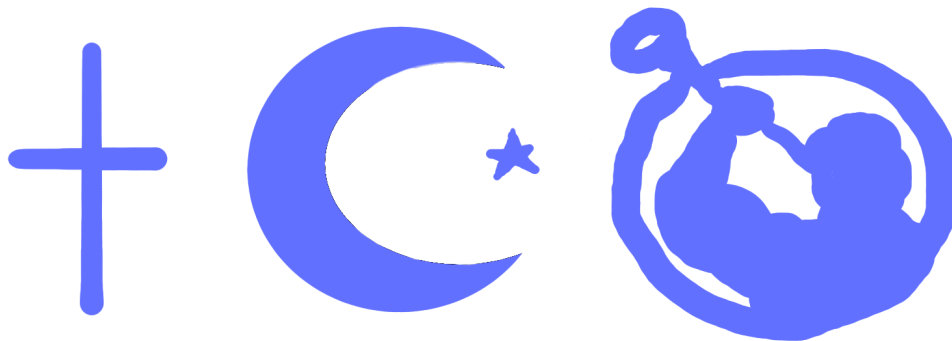
I decided to keep it simple for my logo, as to not detract from the background. I interviewed people of three different religions, so I chose to represent the motifs of all three. I did not include any words because I wanted the focus to be what the website represents.

There is only color in this palette, as my background itself and the drawings are already colored. This color complements the drawing I made for my previous assignment.

As for sizing, it should take up a third of the top part of the screen (with margin/padding) on desktop screens. On mobile, it should stretch to mostly fill on both sides. The logo should be larger than the title or the same size. The logo itself was drawn on a 1920x1080 digital paper, so adjustments will have to be made in order to achieve a good size.

R: 98
G: 112
B: 255
Hex: #6270ff