

My colorscheme resembles what I did for my mood board with the addition of a gray color



This is my logo

## Typography

This is my heading  
typeface! (Gloria Hallelujah)

As you can imagine, the typefaces above would be horrible to use for your copy text. Not only would the readability be a disaster in smaller sizes, but it also gives your website a cheap and childish look. The purpose of the doodle style is not to look childish, but rather to give off a fun and unique style, laced with personality. You want your target audience to think “wow, this website is really fun and stylish. It’s friendly.” and not “this website is childish and unprofessional. I will go somewhere else.”

Using this typeface for copytext is therefore a good choice. It is professional looking, yet still loose enough to go with the doodle style. I went with Arial, but other sans serif typefaces such as calibri would work perfectly fine too!

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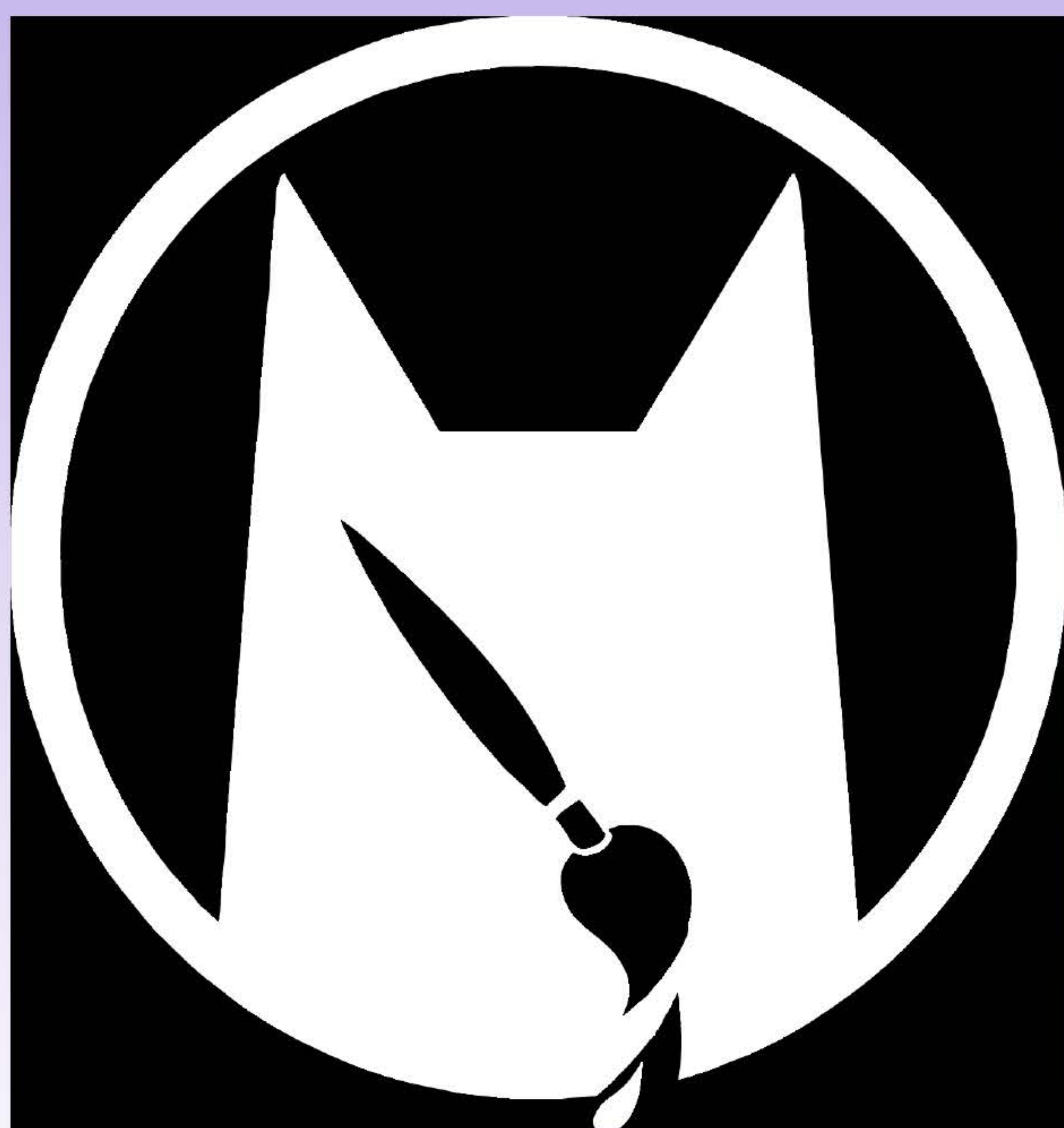
The boxes above are examples of buttons on my page

This is how I’ve decided to style my text



# Angel Meyer at KEA

Logo



To the right you see my positive black and white logos and my negative logo.

I wanted to have a white version as an option because I didn't want to lose the transparent elements by using the negative logo on a dark(not jet black) element.

as I have mentioned before I wanted a logo that represents me and my personal branding. I knew I wanted a paintbrush in my design as I am an artist, so of course, my logo had to display that factor.

My initial idea was to implement my name into the design by drawing an angel, but the result was childish and quite cheesy.

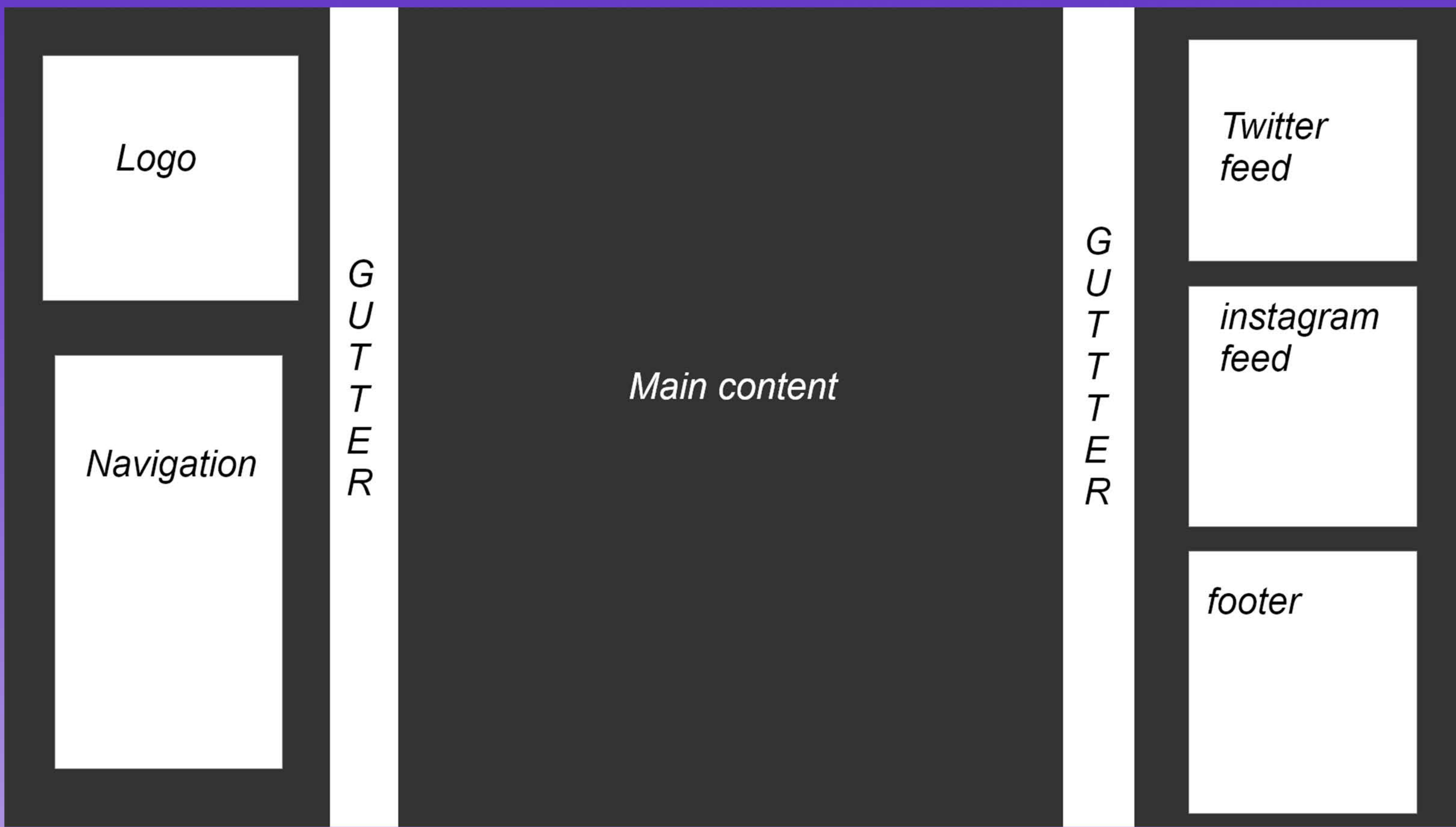
I also wanted to avoid religious symbols, as that could potentially turn away customers as religion is a sensitive matter for a lot of people.

My second idea was implementing a cat. as I do love cats, and that my own cat, mika, has become a bit part of my online branding. Some people actually also see batman, which in Bob Ross' words is a happy little accident. I am a huge geek, and most of my art is centered around superheroes, comics, and cartoons, I also do a lot of fanart. - so having that association does not harm my brand,

The cat itself was not enough, I wanted something to frame it, so I went with a circle. I wanted the frame to be a contrast to the very strict and angular design of the cat, therefore the circle was a perfect choice.

Finally, I added a drop of paint to break the frame. I found that it gave my design a fun twist, and added visual interest.



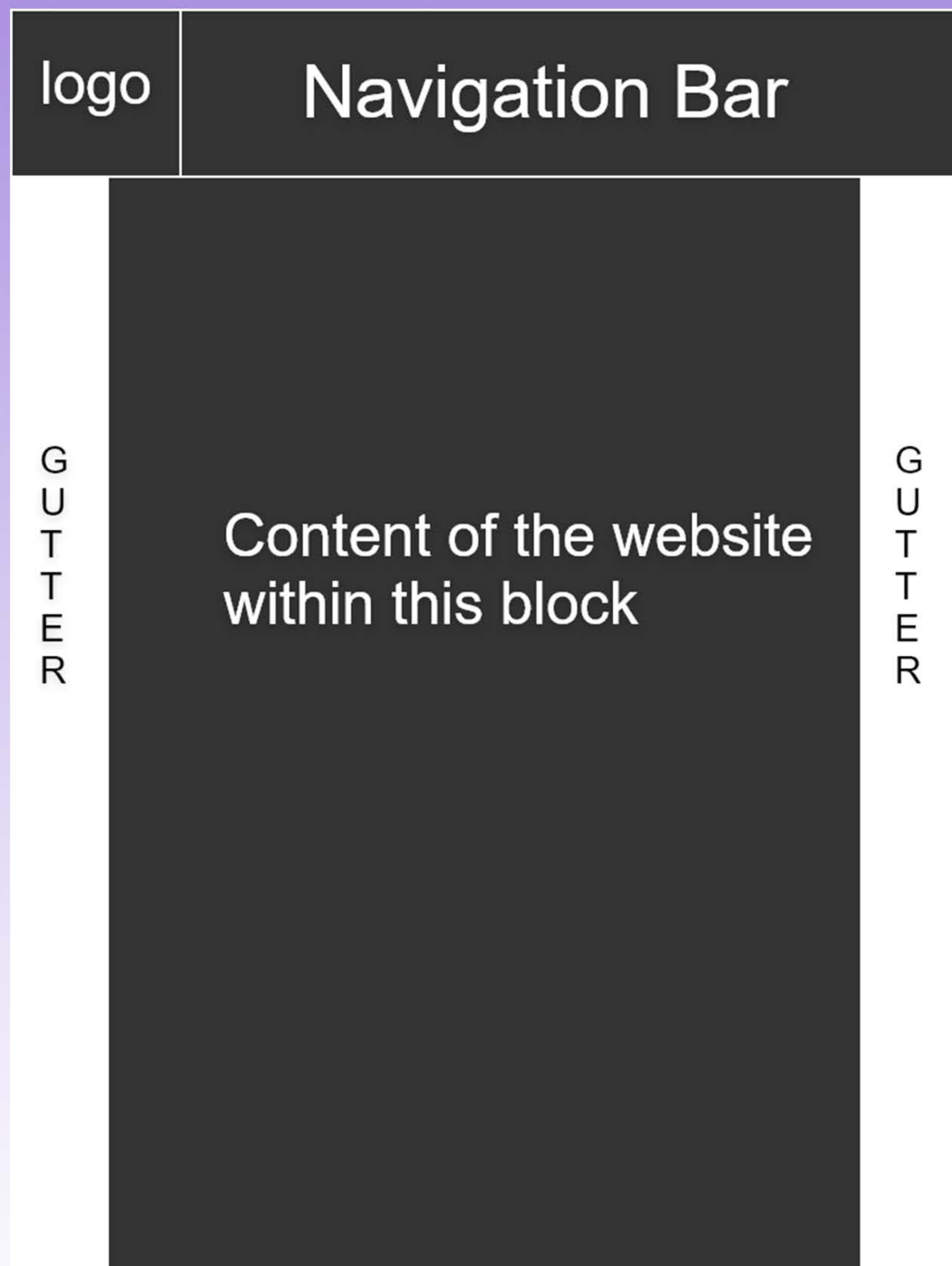


You can see my desktop wireframe above it is 1920x1080. I went with this resolution because that is the standard today.

For the tablet on the right, I went with 720x1024 which is the regular ipad resolution.

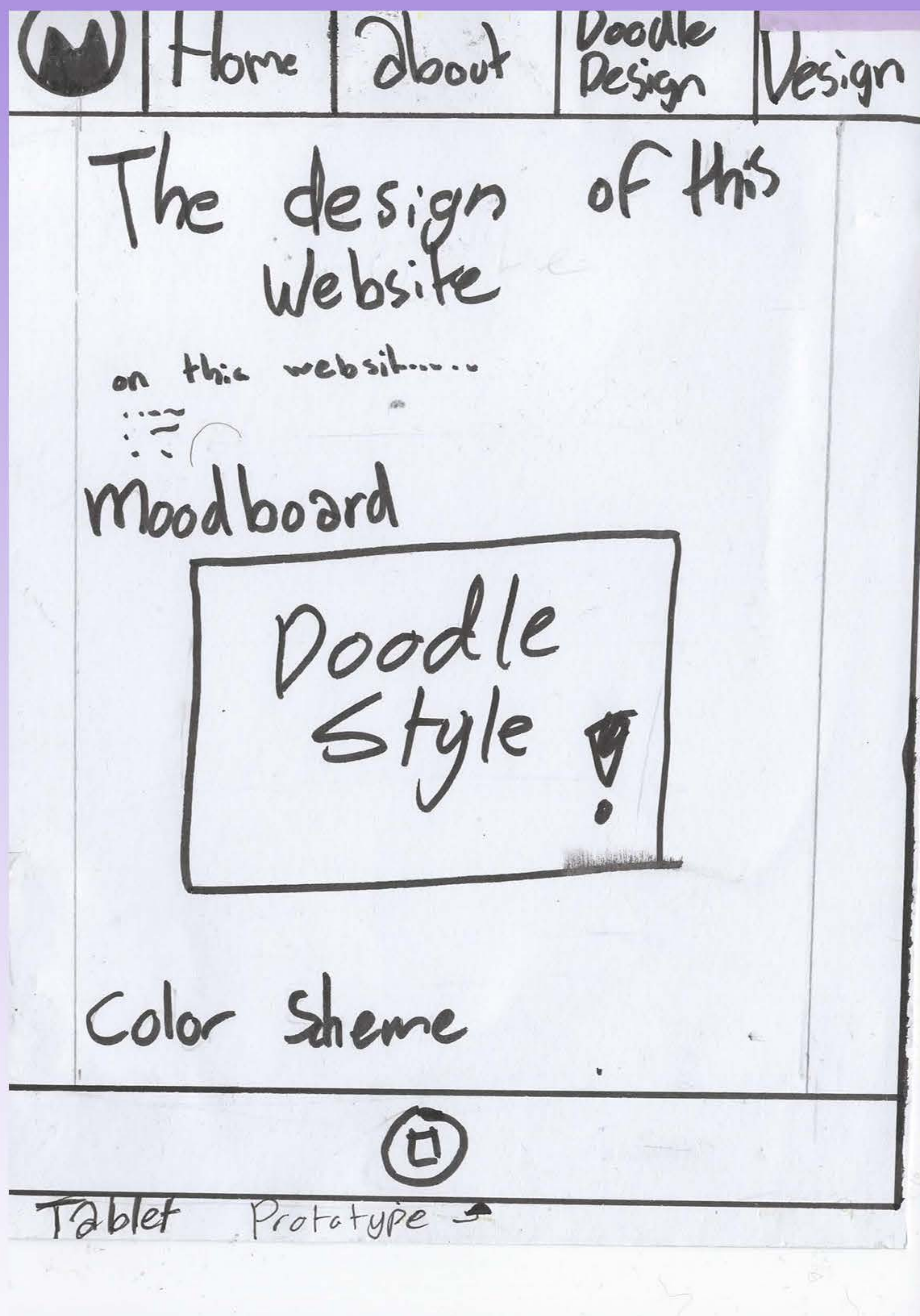
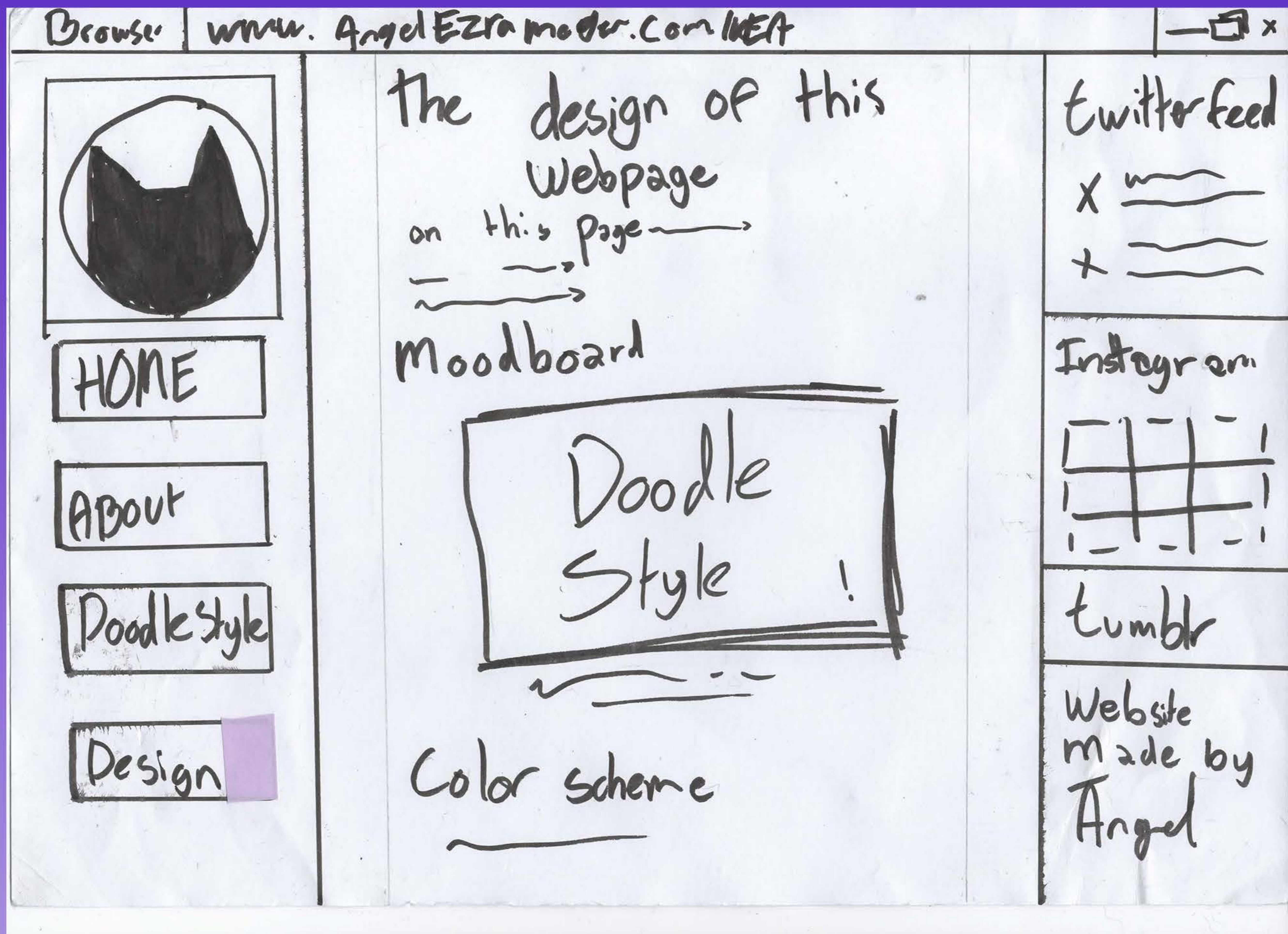
I could have gone with any tablet, but it seems like the ioad is the most popular tablet in denmark, so that is what I went with.

I used these wireframes as a starting point in Xd and built my design on top of them.





# Angel Meyer at KEA paper Prototypes



my desktop paper prototype is depicted above, and the tablet version is on the left of this box.

I made a new tab for each of the pages, but I didn't scan it in as all the pages look the same



# Angel Meyer at KEA

My mobile website is depicted on the right. The main design principal i chose to work with in this project was contrast. I've tried to implement contrast in as many places as possible. When I was assigned the doodle style, I wanted to challenge myself and create a professional looking website that uses the doodle style. The key to do that is through contrast. You need to be aware of the elements you place, and make sure you're not oversaturating it.

The website itself is very "boxy" and structured, and that in itself is in contrast with the fun and powerful colors on the website. To balance these out, I decided to have a lot of black, white and gray areas.

The purple and yellow are complimentary, which both creates contrast and harmony.

The logo also makes use of contrasting elements, but I will go in depth with that on the logo page.

The two fonts(arial and gloria hallelujah) are also very contrasting. While the Gloria Hallelujah font is very loose and fun, the arial is very basic and serious looking. This is an effective way of creating a more professional site while still staying true to my style."

Of course there's also a contrast in size everywhere, the elements are not all the same size.

I will talk about the gestalt laws on the tablet page.

# Mobile Design

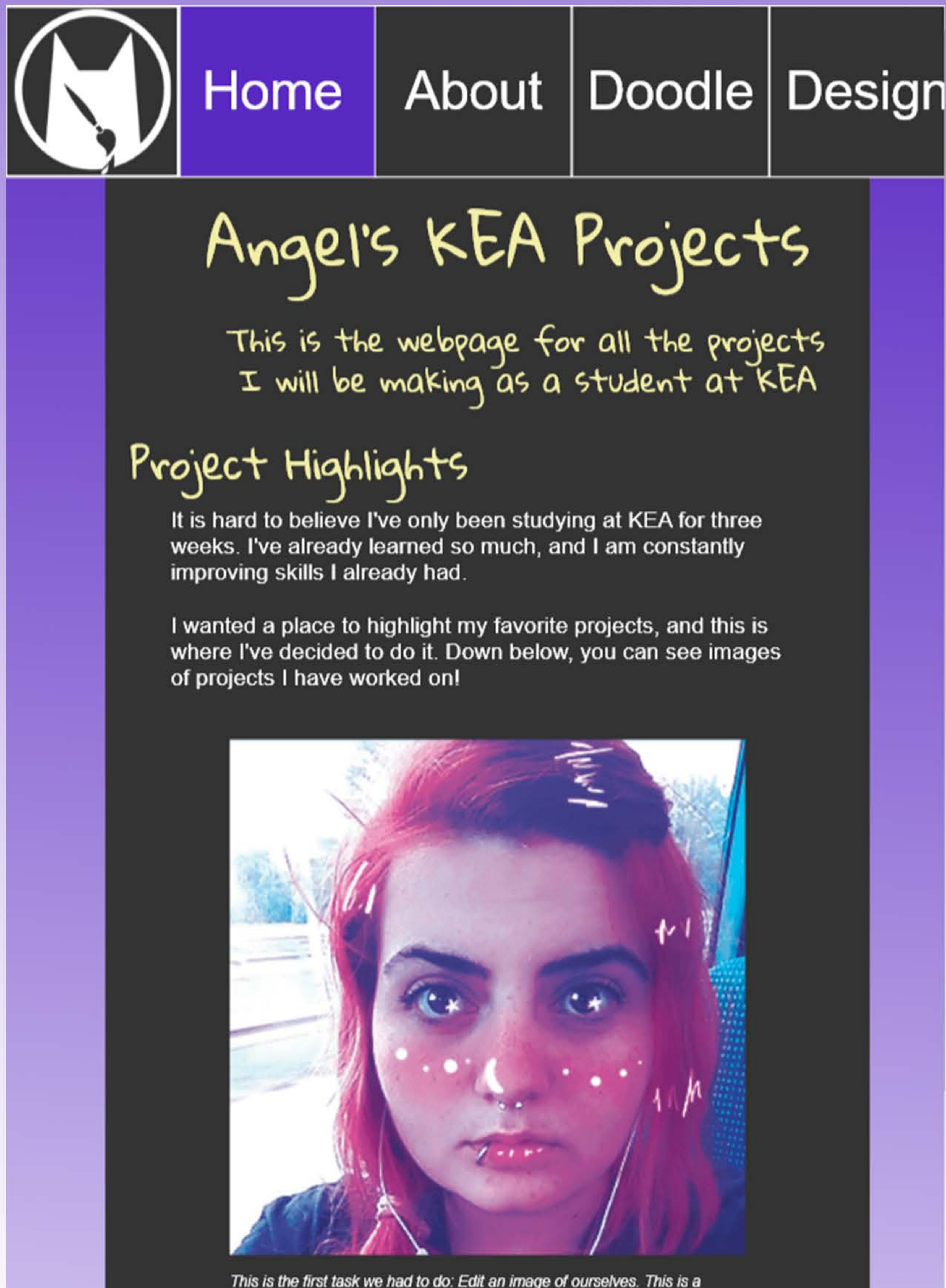




My tablet design looks a lot like my mobile design, the only difference is actually just that there is now a gutter beside the column and the logo is in the navigation bar.

The gestalt laws I have used for this website is:

- law of proximity, the navigation bar is an example, but it is also something you can see in the way the text is bunched together, and the figure captions that belong to the figures.
- law of figure ground articulation, I have a lot of boxes on top of each other.
- law of closure and connection, you can see that in all the boxes in the navigation bar and even the logo, since it is a closed shape
- law of common fate and past experience. you already know the navigation bar, and the same happens when you press each of the button.
- law of symmetry. this webpage is very symmetrical, it has a lot of parallel lines and fields.







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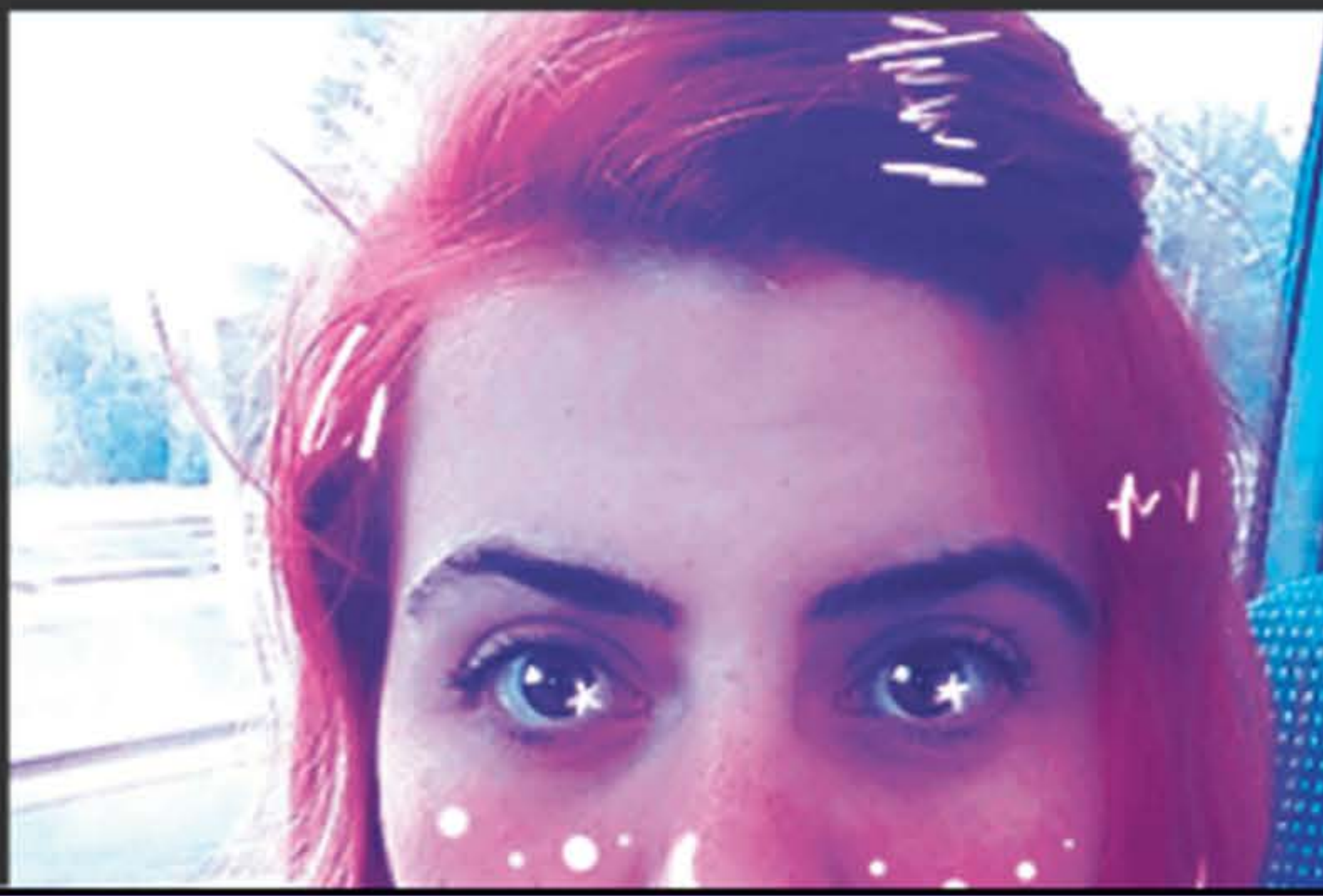
## Angel's KEA Projects

This is the webpage for all the projects I will be making as a student at KEA

### Project Highlights

It is hard to believe I've only been studying at KEA for three weeks. I've already learned so much, and I am constantly improving skills I already had.

I wanted a place to highlight my favorite projects, and this is where I've decided to do it. Down below, you can see images of projects I have worked on!

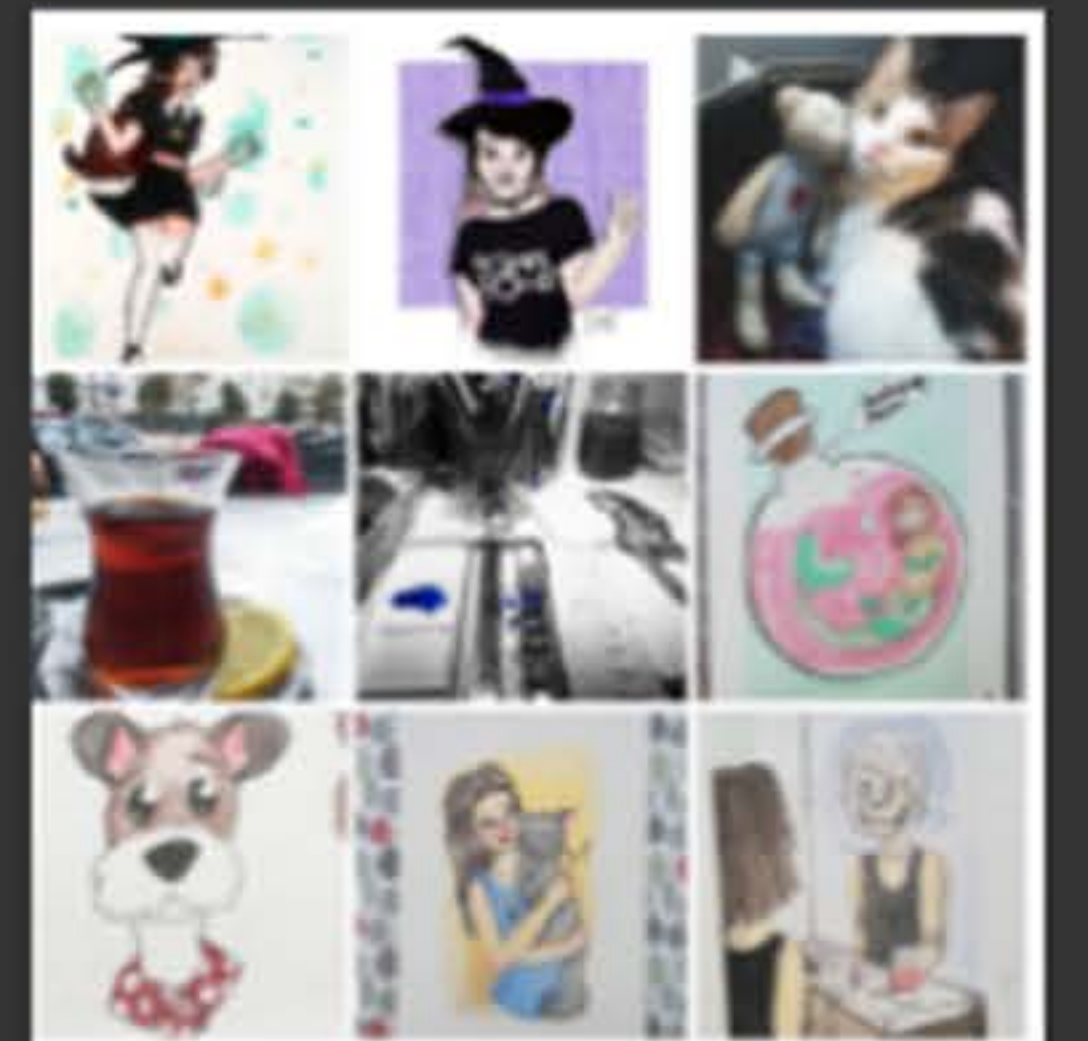


Tweets by @ourangeloftweet

Angel Retweeted  
**Bunny Meyer** @grav3yardgirl  
BE PRODUCTIVE or take a nap  
Sep 7, 2018

[Embed](#)

[View on Twitter](#)



Website made by Angel Meyer (2018)

Email  
Tumblr  
Instagram

For my desktop site, there are quite a bit of changes. I kept the main content the same, but I put the navigation bar to left side, and scaled my logo up. I moved the footer to the right, and added some twitter and instagram widgets. The reason I did that, is because I mention my own art many times on the website, especially on the about me page, and I have pictures of my art scattered around the site, so I wanted the user to be able to find my art if they wanted to. I have links for my social media on the mobile versions, but no widgets as I don't know how to implement that in a way that makes sense.



## The good, the bad and the design principles

The usability tests were a lot of fun, and successful. Overall people understood my design and navigated throughout the pages easily.

I got recommended to change the logo on the mobile page to white, so that it matches on the other devices, which I think is a good idea, and that I make the ghost bullet icons on the doodle page bigger so that they are easier to see. I might do that too but I will have to try it out to see how it looks.

As for changes I want to make, I want to find a way to implement the content of the desktop widgets to my mobile design, or find a way to solve that issue.

I also want some others to look at my website to get more feedback before I hand it in, next week!





# Angel Meyer at KEA

# Prototypes

Desktop: <https://xd.adobe.com/view/80462c55-6269-4d76-76fd-e10c0e2033bd-f677/screen/d66588c0-b955-41fd-ad64-f838d6ddd6cc/Web-1920-Homepage?-fullscreen>

Tablet: <https://xd.adobe.com/view/effee84f-6258-42de-452d-3d1ca2f412d5-99cf/>