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Technical Report

Design 2 – MA 2

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1. Summary

For the products page, I have made a top header background image with the text "Products" centered on top of it. I choose to use an image showing some general home décor products on a table with a slightly blurred background. The image was blurred originally, not by CSS filters. There are no humans in the photo, and the neutral hue colour in the photo is some sort of yellow. The yellow hue colour match up with the golden primary colour of the web design which is also a yellow hue. I have used a saturation CSS filter on the product photo to increase the saturation slightly. I increased the saturation to give the image more warm and energetic colours. I also have a box shadow effect on the product photo equal to the box shadow effect on the images on the home page. The box shadow gives the photo more depth. I have taken 3 products photos using my smart phone camera. I didn't have much equipment and photo background choices due to my current location this week. I used a white chair as the background stand for the products and took the photos outside using my phone camera. I edited the saturation, contrast and brightness in photoshop to make the products look as equal to real as possible. I got some unwanted shadow in the photos that I didn't manage to remove satisfactory enough. It was probably the camera angle and sun direction which was not optimal when taking the photos. I made 3 icons. Two in illustrator and one in adobe XD. I made a filter, down arrow and a heart icon. All the icons are only used in one size on the web page and is understandable in small sizes.



2. Body

2.1. Introduction

I started by making the page design in adobe XD using the same design principles as module 1. I found a home décor photo from unsplash to use as the introduction photo for the products page. The photo is a photo of several home décor things lying on a table. I used on CSS filter to increas the saturation of the introduction photo. In the next step I made the icons I wanted to include in the design. I made a filter icon to use for the filter button above the products and a down arrow to use for the sort function next to the filter button. The last icon is a heart which is placed on top of each products photo, the heart icon is to make the product a favourite. The products are made in illustrator and adobe XD. I took 3 products photos with my smart phone while lying the products on a white chair outside of my hotel room (I am currently on holiday). I edited the photos slightly in photoshop to make the colours look like in real. After making the design in XD together with the photos and icons, I coded the page in VS code.

2.2. Main section of report

For the products introduction photo I was thinking of either using a photo with some home décor products or using a photo with a happy human using a product. Due to the fact that home décor is mostly for decoration, it is hard to find a photo where the product is directly used by a human. For that reason, I found it more useful to use an image which included several home décor products. The image I decided to use consist of two tables with some home décor products on top of them. The background of the image is slightly blurred which make the products be in focus. The products in focus is what I want for this kind of photo. The blur was originally there and is so slightly blurred that it doesn't ruin the background. The base hue colour in the image is a sort of yellow which match up with the primary golden colour in the web design. The photo is warm and welcoming like the rest of the website. I have added a "Products" text on top of the photo to make it clear what this page is about. The photo and the text together make it clear that it is home décor products. I have also added a box shadow to give the photo more depth and a higher saturation filter to give the photo more energy.



I made 3 icons. I made a heart and a filter icon in illustrator and a simpler down arrow in adobe XD. All the icons are used in one size only and is still understandable in small sizes. I saved the filters as SVG and added them directly in the HTML code. That way I could edit the icons with CSS properties, like colours and sizes. The icons follow the same colours scheme as the web design. The icons I made are pretty standard these days and should be understood by most people.

I took 3 products photos on a white background using a white chair with some pattern in it. I was planning to do a full white background with no pattern, but I didn't have the equipment for it at the time. I took the photos outside in the sun early morning. I put the chair sideways of the sun and put the product in the middle of the chair seat. The back support of the chair is the product background. I tried to take the photos with as little shadow as possible, but I didn't manage to get it like I wanted. I edited the photos in photoshop by changing the saturation, contrast and brightness slightly higher. I was most satisfied with the flower photo because the colours looked like the actual flower in real time. The egg photo is a little to closed up maybe and the colours are a little darker than in it is on the real product. The Bluetooth speaker is light blue in real and does almost look the same on the photo. I am satisfied the with quality on all the product photos.

2.3. Conclusion

I am satisfied the the products header image. It follows the design principles used on the page. Its warm, welcoming and related to what the page is about. The quality is good and the saturation filter makes it more energetic. The icons are simple standard icons that I have made myself. The icons are recognizable for the normal user and are understandable at small sizes. The products photos are good quality with a white background to make the products take all the focus. Self-criticism will be that the background could have been without the pattern, and that the light setting/setup could have been better to avoid shadow from the products. The shadow could have probably been removed using photoshop as well. The egg photo is a little to close up, which can be good for a detail photo, but probably not the for the main photo on the products page.



3. References

Images:

https://unsplash.com/photos/7_pg2hohQ-k





