Technical Report

Design 2 – MA 1

Glenn Larsen

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1. Summary

I have chosen to use an Monochromatic colour scheme. I have chosen this scheme because I want a minimalistic, clean and simple design for my home décor home page. I use only one main colour, which is a golden colour. It's used with variations of tints and shades. I've also used black, white and grey to accompany the golden colour. Monochromatic colour schemes use only one colour with different tints and shades. In my project the golden colour is the only colour used, and is therefore a good example of a Monochromatic colour scheme. Since the website is home décor, the colours should give a feeling of cleanliness, modern and reliable. A Monochromatic colour scheme gives a minimalistic feel, and with the correct tints and shades it can create good harmony. The golden colour is a warm colour, but toned down to give it a relaxing and exotic feeling. Gold is associated with wealth, luxury and power. The golden colour gives the user a feeling that their products are high end quality products. The different tints and shades give the user a more interesting journey around the page. The black, white and grey colours tell the user that this is a professional and clean website. I have chosen a repeated texture of small squares for my home page. The squares fit the containers, buttons and Navbar which is made of squares/rectangles without any border radius. The squares also compliment the minimalistic feel the website is trying to give.

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2. Body

2.1. Introduction

The first I did was to make a simple logo with the text "Home Décor". I used the font "optimusprinceps" with two different colours, one for each word. The logo started out with black and purple, but ended up with black and gold.

When I heard the category home décor, I immediately thought of a website consisting of white and grey. A minimalistic website in the likes of Apple for example.

The decision of a monochromatic colour scheme was obvious to me from the beginning. I didn't want a 100% apple copy, so I wanted to find a colour that could give the users something else than just a professional and clean look. I thought about green as an option due to the fresh, new and clean feeling it gives. Green is also a popular choice considering the worlds current environmental issues, where green gives associations to something reusable. However, I think that green gives more a feeling of nature and outdoor activities than home décor. I also wanted a warmer and more welcoming colour for my design. For the texture I wanted something simple that would fit the design I had already made at the time.

2.2. Main section of report

For my monochromatic colour scheme, I ended up with a warm colour that symbolises wealth, luxury and power. I chose a golden colour that is toned down to give it a welcoming, relaxing feeling, but at the same time energetic enough to keep the user interested. The golden colour is accompanied by white, black and a dark grey colour. My plan was to make it simple, minimalistic and clean home page without making it boring. My colour scheme consists of only one main colour and is clearly a monochromatic colour scheme. I have used different shades of the golden colour, but it's still within the monochromatic scheme. The black, white and grey are neutral colours that accompanies to give the backgrounds and text contrast. The mood for the website is minimalistic, clean, luxurious, warm and welcoming. All these mood words are wording that people associate with a good home. People want a clean, luxurious and welcoming home. In modern homes

the design is often minimalistic as well. The website for a home décor shop should try to give the user the same feeling browsing the website as it does decorate peoples home. The neutral colours help give the user a feeling that this is a serious professional website. The golden colour gives the user a feeling of something exotic and luxurious. The benefits for this kind of website are that the user will feel that this home décor shop is selling products of high quality. The clean and minimalistic design will also tell the user that these products are modern and stylish.

The colours in the logo are the base colours used across the webpage. For the fonts I have used "optimusprinceps" for the logo and Verdana for the rest of the page. Verdana is used with different sizes and weights to fit the overall design. I chose Verdana because its simple clean and readable. I have chosen a texture consisting of many small repeating squares. The squares fit the overall design when it comes to boxes, buttons which are all made without any border radius. If I would use radius on the box and buttons, I would probably have chosen a texture with more rounded edges, like for example circles. I also think that squares match the feeling of home décor, each home is made up of many squares. I have used the texture as a background to the logo and as a background to one of the contents on the page. They both use the same colour, but with different tints. I have also used the texture as an active and hover class in the navigation bar to make it more interesting for the user.

2.3. Conclusion

My goal for this assignment was to make a home page which was minimalistic, clean and welcoming. The monochromatic colour schemes helps me to achieve this feeling. The golden colour gives the user a luxurious feeling, while the netural colours tells the user that this is a proffesional page. The page has a good balance of energy to keep the users browsing with confidence. The texture fits this type of website and the overall design for this page. The logo, fonts, colours and textures does all work together to make a good harmony and a good feeling for the user. The colours in the images also gives that warm welcoming feeling. I am satisfied the the final result and I hope the users are too.

3. References

Pattern:
https://www.toptal.com/designers/subtlepatterns/graph-paper/

Images:
https://unsplash.com/photos/RUvW1KGD9a4
https://unsplash.com/photos/YI2YkyaREHk