**Phipps Conservatory Web Development Assignment**

**Describe three ways in which your design is specifically geared toward the college student user.**

1.

Young college students enjoy simple layouts and the design I used is simple. I included one horizontal navigation bar at the top of the screen and the subsidiary content laid out below in a vertical form with one or two columns. I avoid clustering content horizontally as it overwhelms and detracts from the whole experience.

2.

The color theme I used is also simple and abides by the Phipps design manual. College students enjoy looking at brisk and clean colors. I chose the colors light green, light orange and white as the main colors. These give off a sense of freshness and lightness, similar to what the Phipps experience should bring to its visitors.

3.

College students enjoy easy-to-understand, efficient and effective navigation. I organized my website’s information hierarchically and laid out the most important information on the home page including hours, admission and contact information. If the users wants to know more, look no further than the navigation bar which will take the user elsewhere.

**Describe three ways in which your design evolved over several iterations of the assignment. You may want to include specific screenshots of your wireframes to illustrate your response.**

1.

My initial layout was a 9 by 9 grid framework, which conglomerated most of the information on the homepage (in the sketch notebook). I realized that this is too overwhelming as most of the information will be on the homepage.

2.

My second design was a home page had less grids but included the google api, a built in calendar, contact information, address and also other content which complicates the home page. I wanted to find a cleaner way to present the most important information and others in its subsidiary links.

3.

My last design was included a top navigation bar and a nested navigation column for facts about Phipps. Other information included contact information, hours and a slideshow. The information was much less but also clearer. However, the color I chose was darker orange along with darker green, which made the website too stern. I changed them to light green and orange and included hover highlighters which made the website seem more interactive and fresh.