



Noroff

School of technology
and digital media

Technical Report

Design2 - MA1

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Word count

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1. Summary

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2. Body

2.1. Introduction

Explaining choice of colors, texture, fonts and mood of the website.

2.2. Main section of report

The main colors are black, yellow and light blue.

Black is associated with power and elegance. This goes with the brand name «elegant homes». The home is a place people feel in control of their choices, life and freedom. The black color therefore also appeals to this aspect of peoples lives.

Yellow is associated with happiness and warmth. These feelings is associated with a home.

That is why I chose yellow as the other main color. It also resembles gold, and yellow/gold in pair with black creates a mood of elegance and power.

The third color is a light blue. It is (almost) complementary to yellow and creates a lighter feeling of the site. For example, the border of the main are is blue to lighten the transition between the background and the main area. It is not used as much as yellow and black, but is important to break up the hard contrasts.

The choice of texture was difficult. How to make it fitting? It should not take too much attention from the actual content of the site, but also be a part of the design. I tried using horizontal and vertical lines, crosses, bowes and diagonal lines, but all of these patterns was too disturbing. I found the circles to be an ok solution. I dont think it is perfect, but I creates a contrast to the lines in the logo. All the lines in the logo and the circles in the pattern are all shapes associated with creating/designing a home.

2.3. Conclusion

It is a bold design and on the first look it is much to take in, but I think it created a feeling of sophistication and elegance associated with creating a stylish home.



3. References

Start writing here



4. Acknowledgements

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5. Appendices

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