

With this design I want to play with geometry and opacity. The main tile under the title will be the focal point when the user first enters the website. This tile will be the largest and will contain a nature image. I would like the image to become a fixed background image for some of the content on the page, having it peak through in some sections, but be blocked off by a solid tile in others. This technique will allow media to be incorporated without having to confine it to a set area.

Using cascading tiles to organize the content, I will draw the users eye down through the page in a zigzag fashion, similar to the way your eye reads words on a page. The division of areas of lightness and dark will easily differentiate the content and the links. The two side panels will continue down the page in one large rectangle, however it will become more and less translucent depending on the position of the content. This panel will assist in drawing the eye down the page without being a large, static element using leading lines to draw the eye downward.

I want to impact the user by drawing on the themes of nature. The cascading tiles mimic the winding of a river. The main title image will show a texture found in nature. The color palate will pull from the colors of the high plains of Montana, where I'm from. When I bring all these elements together I want to create a dynamic presentation that is cohesive, just like looking at a landscape in nature.

Attached at the following pages that I found inspirational.

<http://www.csszengarden.com/214/>

The use of the background image on this page inspired my use of the main tile image to serve as a static background to the rest of my page. The absolute positioning makes this simple design more dynamic. The geometric shapes that make up this layout partially served as an inspiration for my cascading tiles. I also was inspired by the use of solid colors to block out some of the image in strategic places.

<http://www.csszengarden.com/217/>

I found the use of geometric shapes in this design to be really compelling. I prefer the full page layout to a design with a wide margin. The vivid color palate demonstrates that multiple colors can be used on a page without becoming overwhelming. I also really loved the asymmetry of the boxes. I like how such a simplistic design can have such a large impact on the user.

<http://www.csszengarden.com/221/>

This page uses geometric shapes in a more unique way. Using long panels in a vertical fashion move the eye down through the page, almost as if they are arrows directing the eye to the rest of the content. Despite the heavy use of geometric shapes, the information is still laid out in an asymmetrical fashion making the layout really unexpected. You can't predict what will come next as you scroll down the page.