

A large, solid red rectangle occupies the top third of the slide.

# **Organizing Information**

Guest Graphic Designer, Julia Soroka  
Instructor, Ms. Rechlin

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- What is your business?
- What topic did you base it off of?
- What is the name of your business?
- What are you trying to sell?

# 30 Second Pitch

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- Contains clickable buttons.
- Contain key terms.
- Depends on what your website is for

# Header

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- Services
- Gallery
- About Us
- Testimonials
- Contact Us (you guys won't have this)
- Blog
- Store
- FAQs

# Key Term Examples

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# DRYDEN CHALK ART FESTIVAL

[Home](#) [Date & Time](#) [Sponsors](#) [Artists](#) [Vendors](#) [Guest Artist](#) [Photographs](#) [more...](#)



## Hey, you! Interested in art?

Sunday  
May 29, 2016  
9:00 AM to 5:00 PM

Join us for the first ever **Chalk Art Festival** to take place in **Dryden, New York!** This event is for families and individuals of all ages to enjoy the simplicity of artwork. There will even be vendors for you to enjoy!

**So what is chalk art, and what is this event?** Chalk art is a form of artistic work where people draw with chalk to create imagery on things such as sidewalks! These beautiful images can convey deeper meaning, or they can be quite literal. This year, our theme is **heroes**.

[Chalk Artist Registration Form](#)

Want to be a chalk artist? Here is the registration form! Please be sure to visit our [Artists](#) page at the top to see all the rules of becoming a chalk artist. Thank you!

[Click here for Location](#)

Want to know specifically where we are at? Or perhaps you'd like the date and time. Click the link to get all that good information! Thank you!

# Example

READYDESK

HOME

STORE

BLOG

REVIEWS

ABOUT

FAQ

CONTACT

CART (0)

## Simply stand more

Readydesk converts your workspace into an adjustable standing desk.

PHOTOS & PRICING



# What is a page?

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**Our guest artist for this year is Eric Maruscak!**



Comic Book themed Chalk murals from various conventions including the New York Comic Con, San Diego Comic Con, multiple stops on the Wizard World Tours, and more. Art by Eric Maruscak

#### Who is Eric Maruscak?

"These days I am mostly known as a **Chalk Artist**. My **giant chalk art** and **street murals** have been appearing at festivals and conventions since the summer of 2004. My work has been seen at the New York City Comic Con, the New York Anime

#### Who has he worked for?

2K Games  
DC Comics  
ESPN  
Lucasfilm  
Marvel Entertainment  
Nintendo of America  
toonzaki.com/4Kids Entertainment

#### Want to see more of his work?

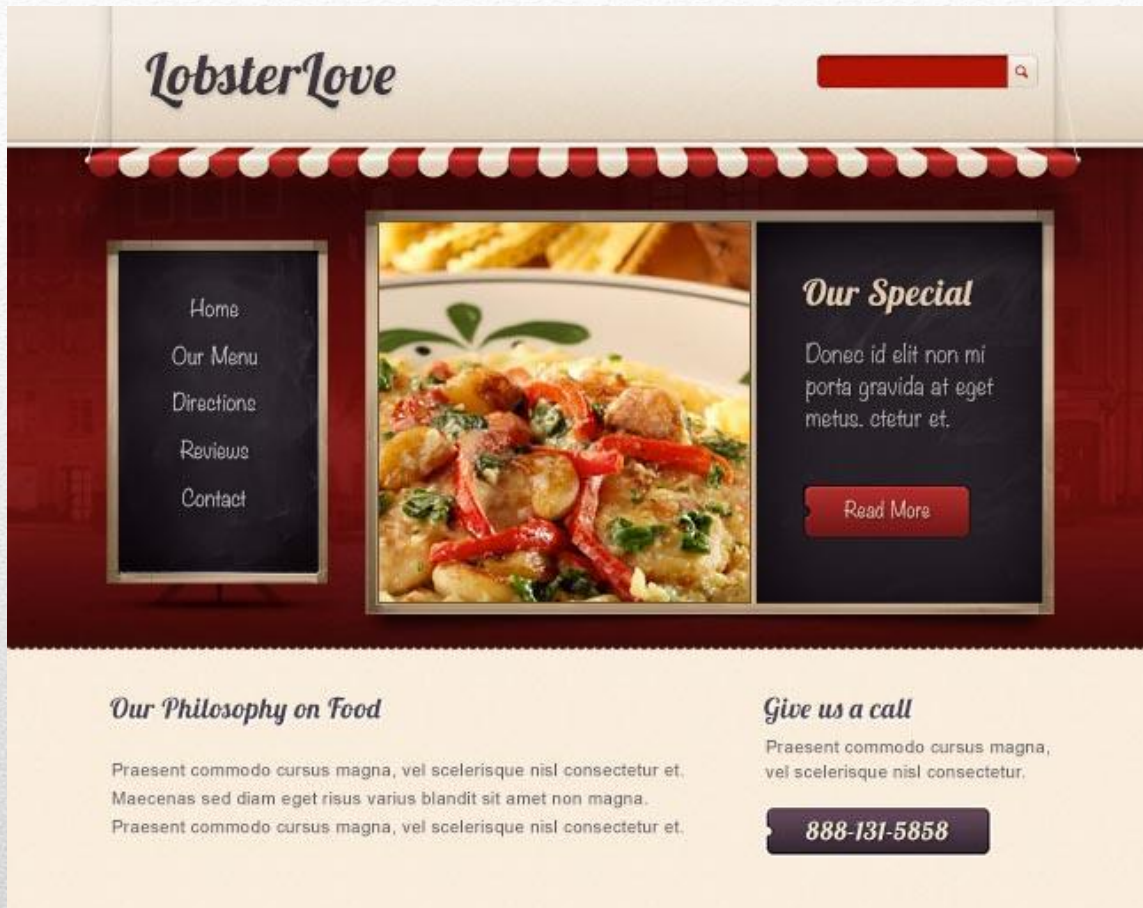
You can check out more of Eric Maruscak's amazing artwork by visiting his website below!

<http://www.pepperink.com/>

Thank you for stopping by and

# Pages

- Where the button leads to.



- Pitch Consideration
- What options do you want your viewer to have?
- Research

# Pages

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- Find the key terms of your business.
- Base key terms off websites you've researched.
- Use key terms as the page names.

# **Organizing Information: Header**

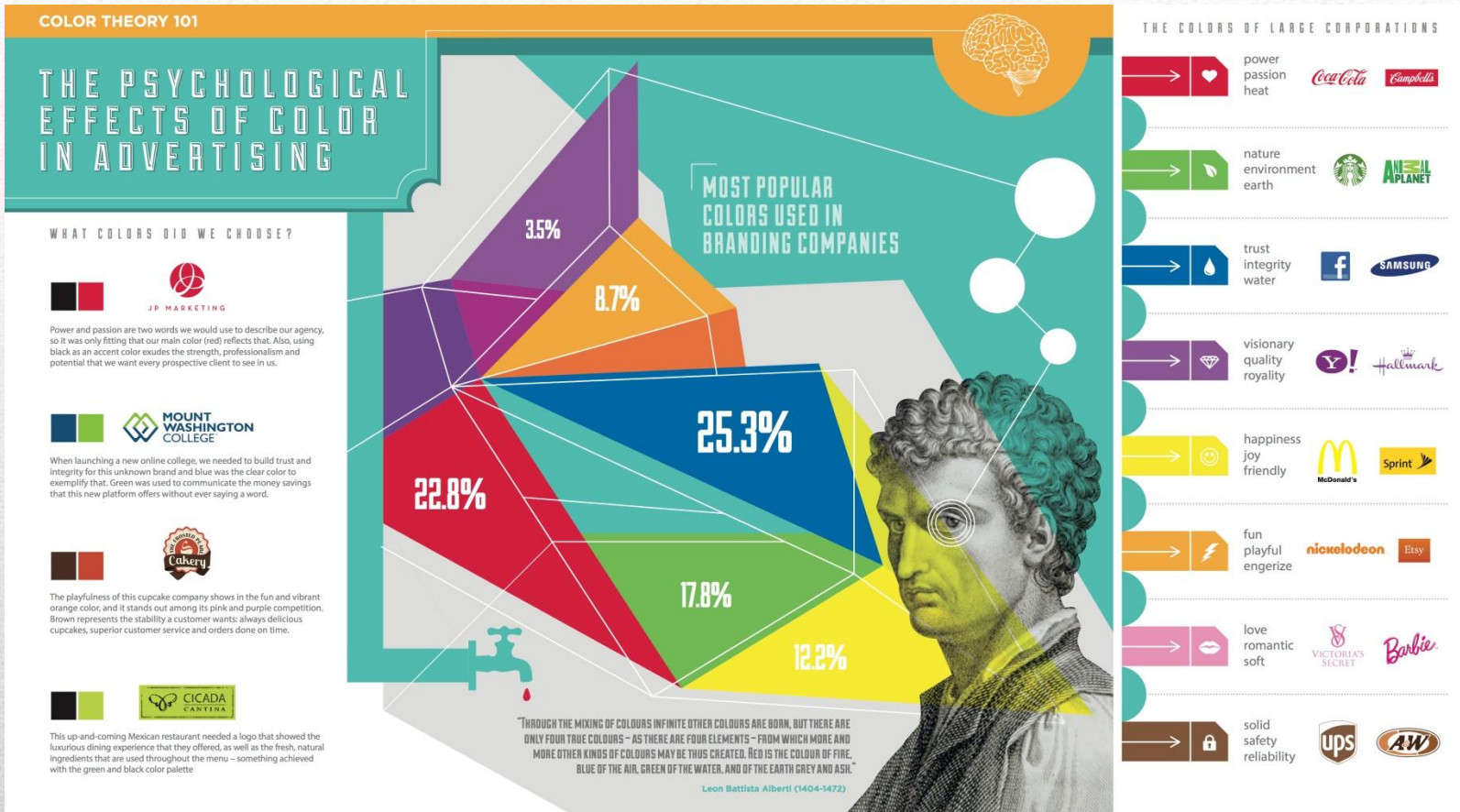
---

- Who is your audience?
- What are you trying to communicate to them?
- How can you word information to appeal to this audience?
- What is the mood of your website?

# **Organizing Information: Pages**

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# Psychology of Color



| RED  | PINK  | PURPLE  | NAVY  | GREEN  | BLUE   | ORANGE  |
|--|---|---|---|--|--|---|
| <b>MEANS:</b><br>passionate<br><b>active</b><br>EXCITING<br>bold energy<br>youthful<br><b>physical</b><br>PIONEERING<br>leader willpower<br>confidence<br>ambition<br><b>POWER</b>   | <b>MEANS:</b><br>love <b>calm</b><br><b>respect</b><br><b>WARMTH</b><br>longterm<br>feminine<br>intuitive <b>care</b><br>assertive<br><b>sensitive</b><br>NURTURE<br><b>possibilities</b><br>UNCONDITIONAL  | <b>MEANS:</b><br><b>DEEP</b><br>creativity<br>unconventional<br>original<br><b>stimulation</b><br>individual<br>WEALTHmodesty<br><b>compassion</b><br>DISTINGUISHED<br>respectable<br><b>fantasy</b>  | <b>MEANS:</b><br>trust order<br><b>LOYALTY</b><br><b>sincere</b><br>authority<br>communication<br>confidence<br><b>PEACE</b> integrity<br>control<br>responsible<br><b>success</b><br>CALM masculine  | <b>MEANS:</b><br>BALANCE<br>growth<br><b>restore</b><br>sanctuary<br>EQUILIBRIUM<br>positivityNATURE<br><b>generous</b><br>clarity<br>prosperity<br>good judgement<br>safetystable   | <b>MEANS:</b><br><b>spirit</b><br>perspective<br><b>CONTENT</b><br>control<br><b>rescue</b><br>determination<br>self-sufficient<br>modern goals<br>awarePURPOSE<br><b>OPEN</b><br>ambition   | <b>MEANS:</b><br><b>INSTINCT</b><br>WARMTH<br>gut reaction<br>optimistic<br>spontaneity<br><b>extrovert</b><br>socialNEW IDEAS<br><b>FREEDOM</b><br>impulse<br>motivation   |
| <b>BRANDS:</b><br><br><br><br><br><br><br> | <b>BRANDS:</b><br><br><br><br><br> | <b>BRANDS:</b><br><br><br><br><br> | <b>BRANDS:</b><br><br><br><br><br> | <b>BRANDS:</b><br><br><br><br> | <b>BRANDS:</b><br><br><br><br><br> | <b>BRANDS:</b><br><br><br><br><br> |

- Websites use color schemes to create mood.
- Different colors will give different impressions to a user.

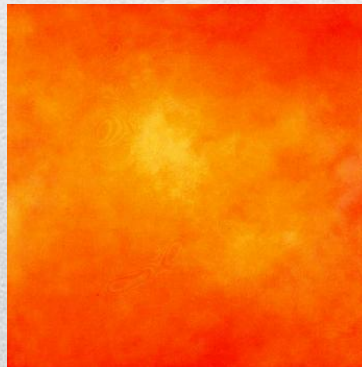
# Color





# Pink Office

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- Fun
- Active
- Health
- Sports
- Confidence
- Courage
- Loud

# Orange

---

**Where might  
this be used?**





# Eliminate Distractions.

Concentrate, for the Mac, helps you work and study more productively.

DOWNLOAD

60 hour free trial



BUY NOW \$29

Money back guarantee



**Fewer Distractions, More Focus.**



To start, create a new activity  
(design, study, write, etc)

# Orange

---



# Orange

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Limited-time offer. Get [Kindle Fire HD](#) for ~~\$199~~ **\$124**, [Kindle Fire HDX](#) for ~~\$229~~ **\$199**, [Kindle Fire HDX 8.9"](#) for ~~\$379~~ **\$339**, or [Kindle Fire HD 8.9"](#) for ~~\$269~~ **\$189**.

## kindle fire HD

Our most affordable Kindle Fire, now in HD

7" HD display | Fast dual-core processor



Product Tour

### Kindle Fire 7" Tablet, Now in HD

7" HD Display, Wi-Fi, 8GB or 16GB

★★★★★ (8,922 customer reviews)



Brandon Rechten, Joe Triplett and 3 other friends like this on Facebook. What's this?

List Price: ~~\$139.00~~

Price: **\$124.00** Exclusive digital benefits with Amazon Prime

You Save: **\$15.00**

Storage Size: **8 GB**

8 GB

16 GB

Offer Type: **With Special Offers**

With Special Offers

Without Special Offers

Special offers and sponsored screensavers display on the Kindle Fire lock screen. [Learn more](#)

**In Stock.**

Ships from and sold by **Amazon Digital Services**. Important information about using outside the U.S.

Want it Saturday, Feb. 15? Order within **22 hrs 47 mins** and choose **Two-Day Shipping** at checkout. [Details](#)

**We want you to know...**

Quantity:



Add to Cart

or

[Sign in](#) to turn on 1-Click ordering.

#### Valentine's Day Deals

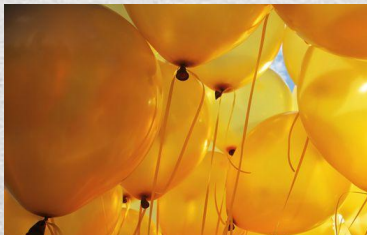
- ☐ Origami Leather Case: Black ~~\$59.99~~ \$44.99
- ☐ Origami Case: Black ~~\$44.99~~ \$34.99
- ☐ OtterBox Case: Black ~~\$69.95~~ \$64.95
- ☐ No-Bubble Screen Protector: ~~\$24.99~~ \$19.99
- ☐ 2 Year Warranty and Accident Protection: ~~\$34.99~~ \$29.99

☐ **This will be a gift**  
Why is this important?

[Add to Wish List](#)

# Orange





- Warning
- Caution
- Happiness
- Playfulness
- Friendliness
- Stimulates the brain's excitement center

# Yellow

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**Where might this be used?**





# Yellow

---



# Yellow

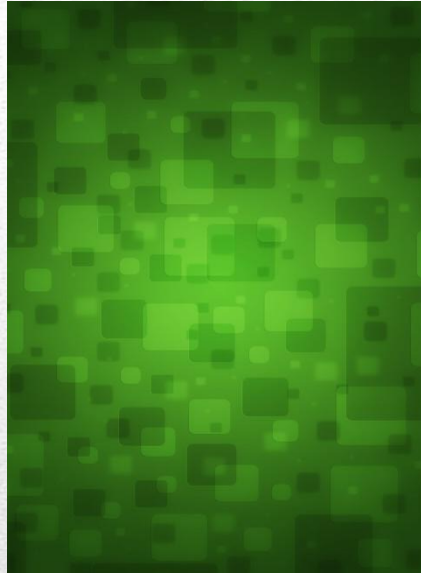
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# Yellow





- Natural
- Environmental
- Health
- Eco-Friendly
- Organic
- Improves creativity

**Where might  
this be used?**

# Green

---





# Green

---



a modern eden

HOME

SHOP

WHOLESALE

APPS

FREEBIES

ABOUT

CONTACT

0

ITEMS



◀ 01 WALL PUZZLES ▶

## WALL PUZZLES

IS IT PLAYTIME OR DECORATING TIME? BOTH!

Brighten up a room and keep them learning at the same time. Divided into habitats, while they're building they'll also learn what animals can be found together in nature.

\$28 Polar Wall Puzzles



[View Products](#)

FRESH FEEDBACK

WHAT PEOPLE ARE SAYING

SEE US AT



NEWS

Listen in on what's happening around the garden today...

# Green



## Inspiron One 23

Starting at \$699.99



141 Reviews

"Saves heaps of space on the desk and looks very stylish" - Geoff1969 (April 5, 2013).

[View Details](#)

## Inspiron One 23 Non-Touch \$699.99

Intel® Pentium® Processor (Dual Core)



Windows 8.1



4GB Memory



1TB Hard Drive



Full HD multi-touch screen with Windows 8.1, edge-to-edge glass and wireless keyboard and mouse.

- This offer may qualify for up to \$50 in bonus coupon savings. Click to view coupons
- Get free 2nd business day shipping\* and 5% back in rewards\* with Dell Advantage Loyalty Program.

Dell Price \$699.99

## Inspiron One 23" Touch \$799.99

Intel® Pentium® Processor (Dual Core)



Windows 8



4GB Memory



1TB Hard Drive



 Touch Enabled

Full HD multi-touch screen with Windows 8, edge-to-edge glass and wireless keyboard and mouse.

- Dell Inspiron One 23 price includes \$100 instant discount.
- This offer may qualify for up to \$50 in bonus coupon savings. Click to view coupons
- Get free 2nd business day shipping\* and 5% back in rewards\* with Dell Advantage Loyalty Program.

Market Value \$899.99

### Featured Offer

## Inspiron One 23" Touch \$899.99

3rd Generation Intel® Core™ i3 Processor



Windows 8



8GB Memory



1TB Hard Drive



 Touch Enabled

Full HD multi-touch screen with upgraded processor for improved performance.

- Dell Inspiron One 23 price includes \$170 instant discount.
- This offer may qualify for up to \$50 in bonus coupon savings. Click to view coupons
- Get free 2nd business day shipping\* and 5% back in rewards\* with Dell Advantage Loyalty Program.

Buy this TV!

It's good for you!

# Green



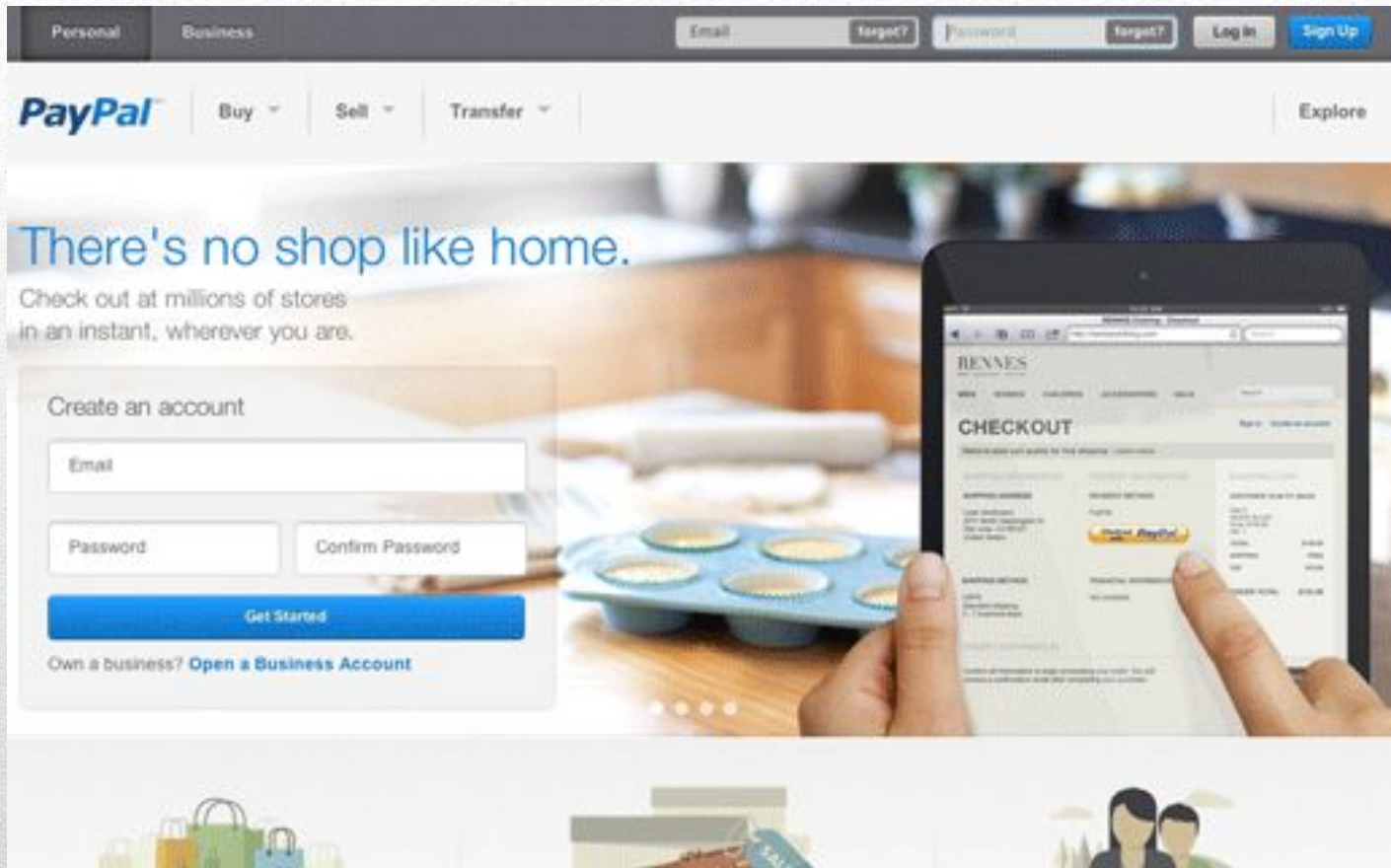
- Trust
- Sense of stability
- Calmness
- Loyalty
- Peace
- Order

**Where might  
this be used?**

# Blue

---





# Blue



Find a bank branch/ATM

Enter your five-digit ZIP Code

Search



Credit Cards ▾

Banking ▾

Loans ▾

Investing ▾

Business ▾

Customer Service ▾

Sign In



A message for our customers about reported data compromises at Target, Neiman Marcus and Michaels Stores

### Account Sign In

ShareBuilder Investing ▾


Username

Forgot [Username?](#)

CONTINUE

Respond to a mail offer





**you ARE WHAT YOU SAVE**

**A savings account that's 100% you.**

Open multiple, personalized savings accounts with no fees, no minimums and a **\$25 bonus**.

**MEMBER FDIC**

**360 Savings Account**

**LEARN MORE >>**

### Say hello to 360 Savings



Save with personalized, fee-free savings accounts that are all about you. Open now and get a \$25 bonus.

### Get Our Free Mobile App



Get the app by texting "App" to 80101 or [enter your mobile number](#) and we'll send you a link.

### Meet ShareBuilder



Take investing to the next level with Capital One ShareBuilder. Get \$100 with a \$5,000 deposit.

### Auto Loans



Learn more about financing your new car or refinancing your current loan. [Apply for your car loan in minutes.](#)



**Attention Homeowners:**

Need help making your mortgage payments? [Find out about mortgage assistance options.](#)

# Blue



facebook

Email or Phone

☐ Keep me logged in

Password

[Forgot your password?](#)

[Log In](#)

**Connect with friends and the world around you on Facebook.**



**See photos and updates** from friends in News Feed.



**Share what's new** in your life on your Timeline.



**Find more** of what you're looking for with Graph Search.

## Sign Up

It's free and always will be.

First Name

Last Name

Your Email

Re-enter Email

New Password

Birthday

Month

Day

Year

[Why do I need to provide my birthday?](#)

☐ Female

☐ Male

By clicking Sign Up, you agree to our [Terms](#) and that you have read our [Data Use Policy](#), including our [Cookie Use](#).

**Sign Up**

[Create a Page](#) for a celebrity, band or business.

[English \(US\)](#) [Español](#) [Português \(Brasil\)](#) [Français \(France\)](#) [Deutsch](#) [Italiano](#) [العربية](#) [हिन्दी](#) [中文\(简体\)](#) [日本語](#) [...](#)

[Mobile](#) [Find Friends](#) [Badges](#) [People](#) [Pages](#) [Places](#) [Apps](#) [Games](#) [Music](#)  
[About](#) [Create Ad](#) [Create Page](#) [Developers](#) [Careers](#) [Privacy](#) [Cookies](#) [Terms](#) [Help](#)

# Blue



- Luxury
- Value
- Power
- Elegance
- Sophistication
- Wealth

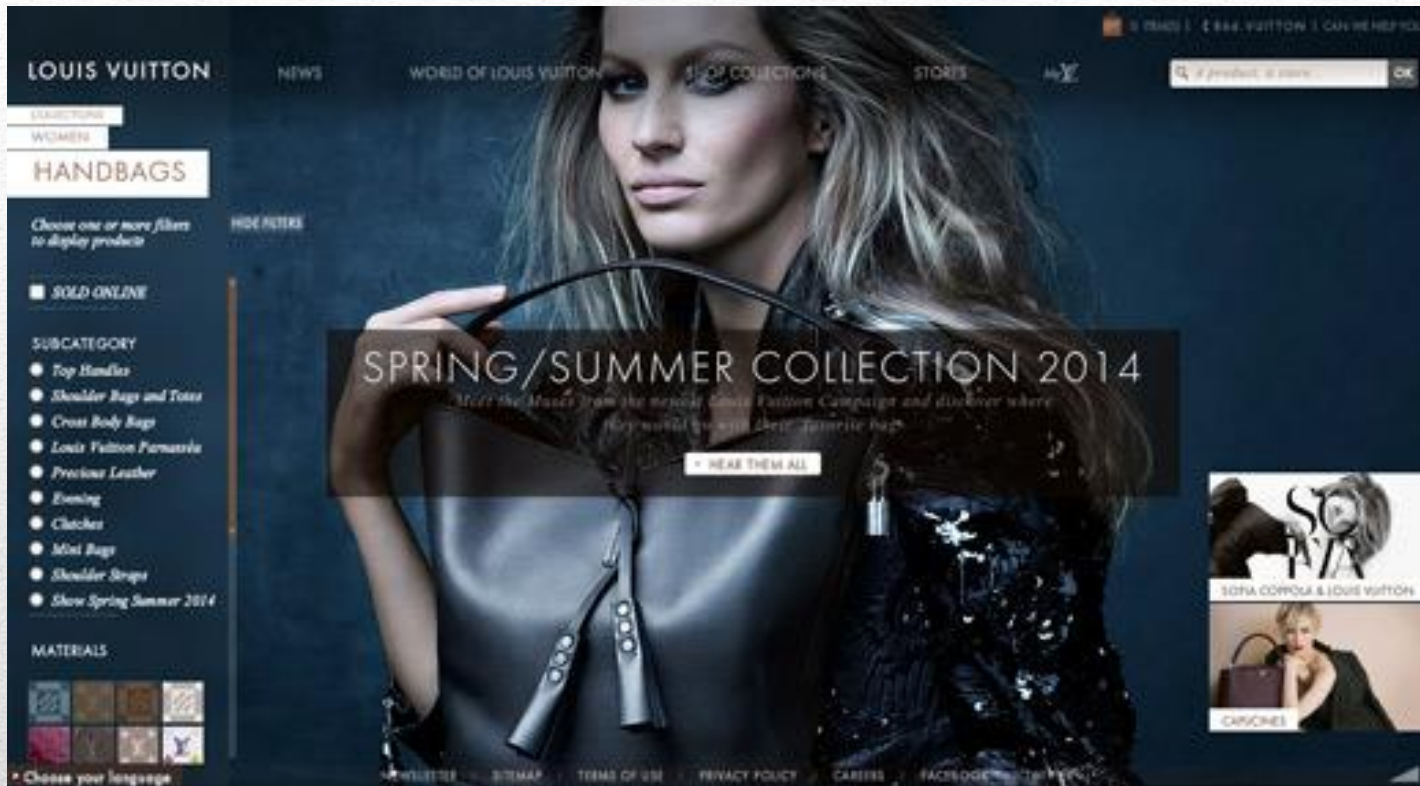


**Where might  
this be used?**

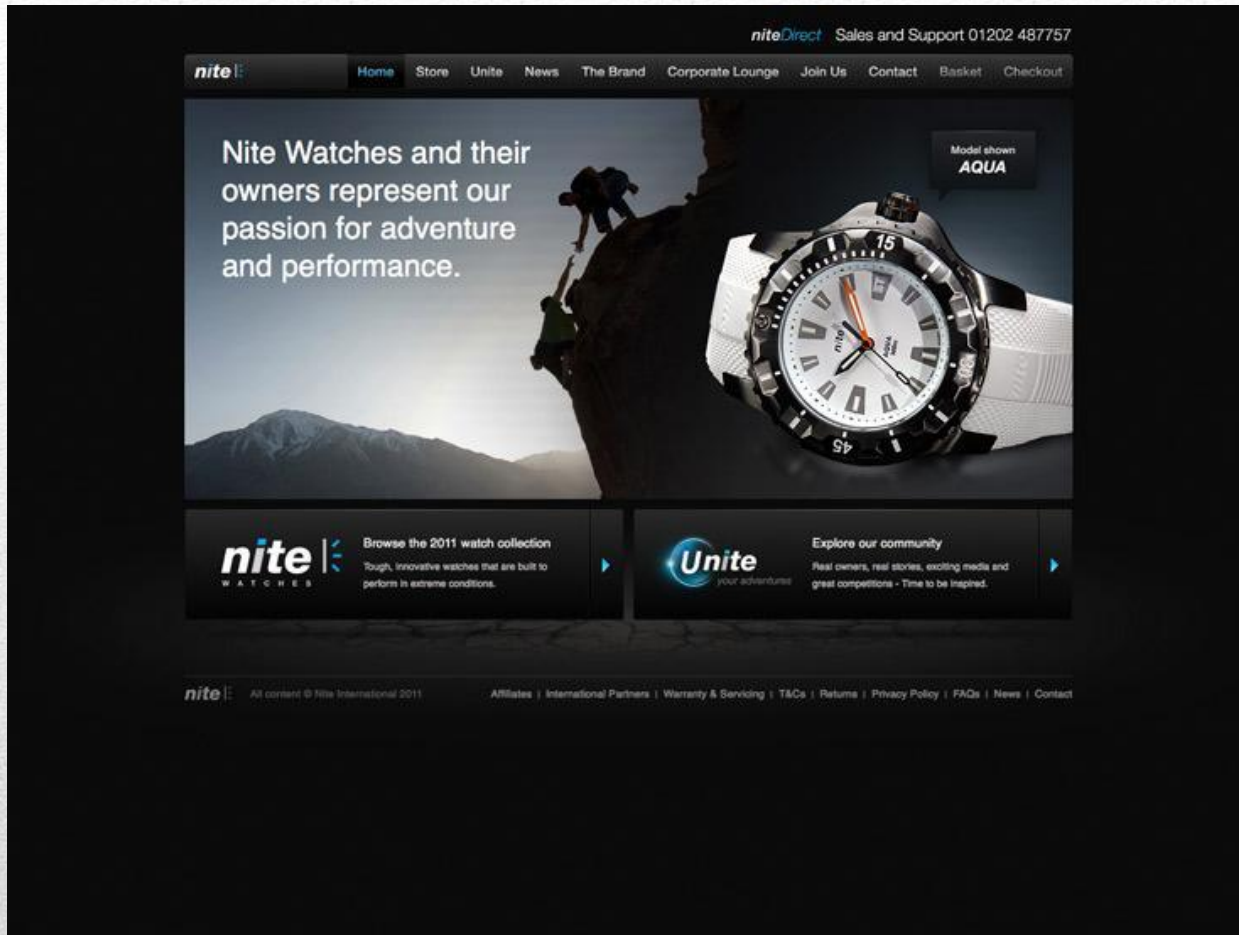
# Black

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# Black

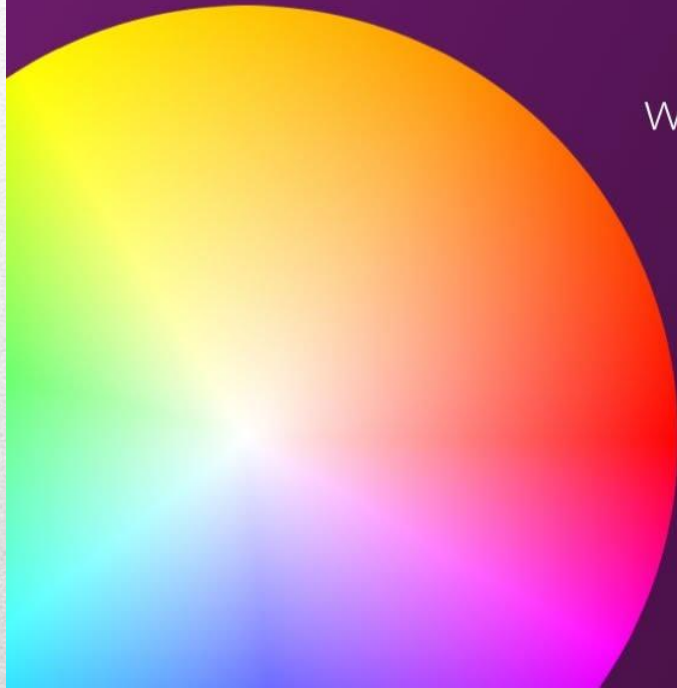


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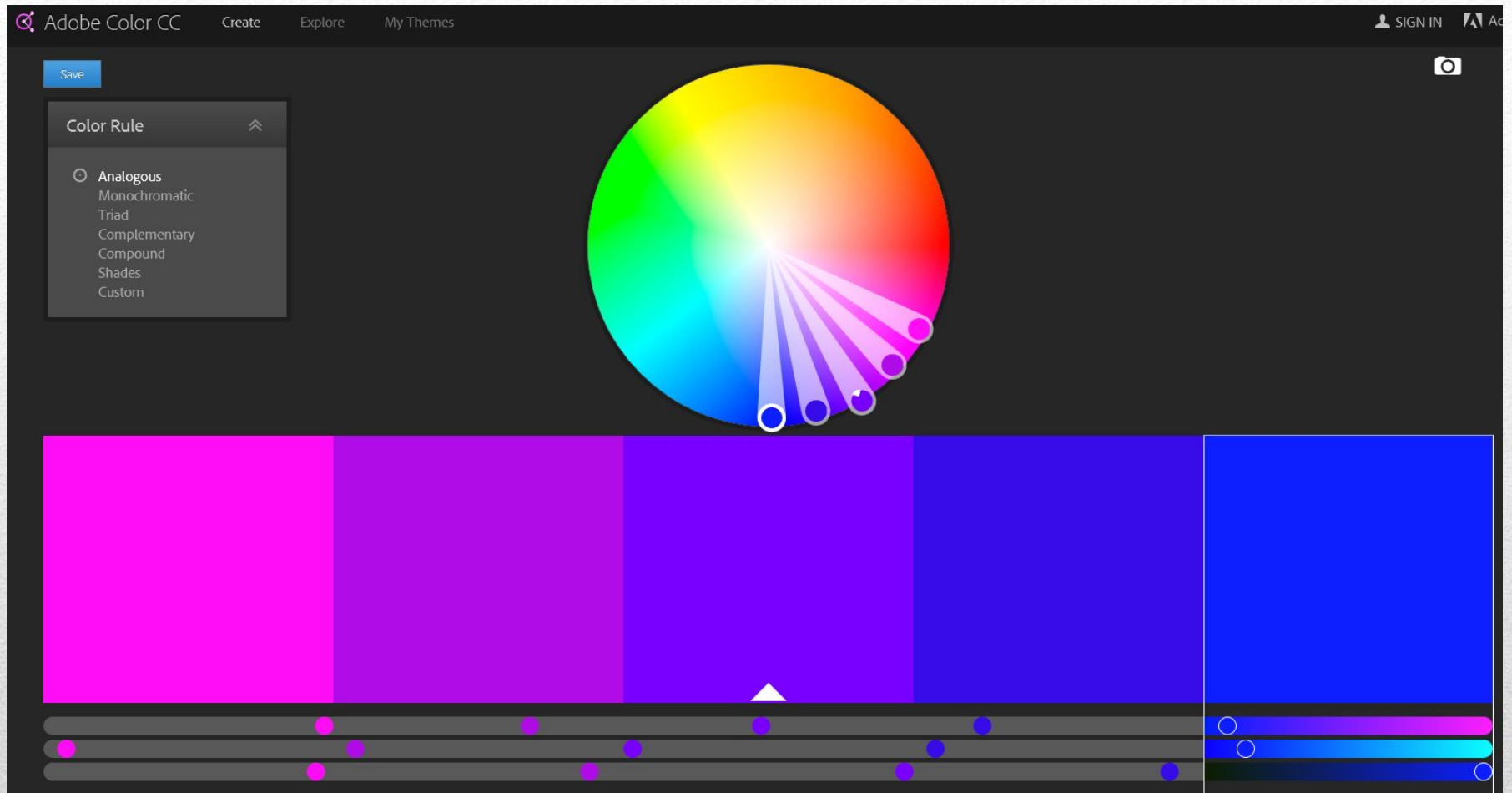


# Cooler Colour with Adobe Kuler



## Online Resource

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# Adobe Kuler

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- **Topic:** Learning to Read
- **Audience:** Children (Age: 5 – 9)
- **Mood:** Fun, upbeat, confident
- **Why?:** Children like to have fun, positive experiences

What colors will be used?

# Audience

---



# Audience



- **Topic:** Buying Cheap Books
- **Audience:** Adults
- **Mood:** Trustworthy, Relaxing, Welcoming
- **Why?:** Adults don't need to be encouraged to read books. They're likely here because they want to be. Also, not a scam.

**What colors will be used?**

# **Audience**

---

BOOKSTORE

BARGAINS

The Internet's Best Book Deals. Period.

Save money on your favorite reads!

Browse our book store catalog for cheap prices on travel books, romance novels, teen fiction, and other popular genres.

SAVE MONEY

HOME

CHILDREN'S BOOKS

CHRISTIAN BOOKS

ROMANCE BOOKS

TECHNOLOGY BOOKS

BOOKS 4 TEENS

An eReader Review

Business Books

Top US Travel Books By Destination

Best Selling Books of All Time

Historical Fiction: The Top 5

f

my

+

THE BOOKSHELF

Arts & Photography

Biographies & Memoirs

Business & Investing

Calendars

Children's Books

Christian Books & Bibles

Comics & Graphic Novels

Computers & Technology

Cookbooks, Food & Wine

Crafts, Hobbies & Home

Education & Reference

Gay & Lesbian

Health, Fitness & Dieting

History

Humor & Entertainment

Law

Literature & Fiction

Medical Books

Mystery, Thriller & Suspense

Parenting & Relationships

Politics & Social Sciences

Professional & Technical

Search By Author, Title, ISBN, or ABN

Search

Explosive Eighteen

Janet Evanovich

Save Money On Best-Selling Books

Ameritopia: The Unmaking of America

List Price: ~~\$26.99~~ - \$12.49

Private: #1 Suspect (Jack Morgan)

List Price: ~~\$14.99~~

RECOMMENDED

Book Closeouts is the one of the Internet's best sellers of bargain books and cheap book deals. All of the books featured on Book Closeouts is priced at 50-90% off its suggested retail price.

book closeouts.com

THE BEST SELLER IN BARGAIN BOOKS

Rent up to \$100 off

eBooks up to 50% off

# Audience



- **Header:** find key terms
- **Page:** audience, message, mood
- **Resource:** Adobe Kuler

# Conclusion

---

## Design the main page

- Picture
- Words
- Header Location

## Choose a color scheme

- Audience
- Mood
- Message

## Header

- What are the key terms?

## Pages (Separate Papers)

- Audience
- Mood
- Message
- What information will be included? Write it out how you want it said.

# Work

---