

### 1. Website Vision

For individual assignment two, I choose to make a website about desk setup. A desk le setup means how to buy the right devices, accessories, and decorations to make it compatible for your leaning or entertaining purposes.

For example, for programmers, it's better to have multiple monitors, a powerful desktop, and a comfortable ergonomic chair; for filmmakers, multiple monitors, both horizontal, two desks for storyboarding and editing, and a large storage space; for writers, one monitor is fine, but a printer, a shelf, and writing supplies are needed. It's also important to pick the right colors, too for your desk to be the desired styles.

A good desk setup can increase working efficiency and decrease pressures with its visually pleasing styles – I want everyone to learn it. In this website, I will focus my viewers on computer programmers (who apparently need this the most), and to provide two setup ideas, one for programmer, one for designers.

### 2. Website references

- <https://www.fractal-design.com/>
  - This website, Fractal Design, sells PC console cases. It inspired me that it has a section to show how the console is going to look like sitting on your desk, beside your desk, or under the TV. It really provides the users with ease shopping their products.
  - This website also follows the principles well.
  - In addition, the color choice is clean, with black and white as background colors, and
  - The font paring is also modeling. Titles are serif fonts, and contents are sans-serif. No bold fonts are used to ensure a clean layout.
  - The global and local navigation bars are clear, concise, substantial, and sincere. I am aware of my locations all the time.
- <https://grovemade.com/>
  - This is a website selling laptop accessories. I pick this website for the same reason I pick Fractal Design.
  - I like its monochrome brown-ish color scheme, which aligns well its wooden products.
- <https://dbrand.com/>
  - This website sells skins and cases for digital devices.
  - I take its transition design as inspiration. It uses flexboxes and layout shifter.
- <https://www.ikea.com/us/en/>

- Ikea website is where I take my most inspirations from. Just looking at its homepage, significant titles are highlighted with bright yet distinguished colors, and rest of the website uses white as background color for clean purposes.
- Also, since my theme is close to Ikea's furniture pairing guides, I want to learn the styles they put in those sections.
- <https://konmari.com/about-the-konmari-method/>
  - This website is Marie Kondo's personal website. Marie Kondo is a Japanese housewife and a housekeeping expert; her tidying method is very popular around the world.
  - I don't really take inspirations from the web design, which is not as good. For example, the global navigation bar and local one is too similar, and the local bar is positioned absolutely while the global one is not – confusing. Also, both the title and content use serif fonts, they are tiresome for the eyes.

### 3. My design choices /rationales

#### ○ Font

- For logos, I choose decoratives or script, since their artistic styles can make the logo distinguishable. The specific font is **Dancing Script**.
- For headings and sub-headings, I choose serifs since their curves on strokes make them more easily to be identified. The specific font is **Merriweather**, or **Bowlby One SC**.
- For contents, I choose sans-serifs, since they are easier to read, which will decrease viewers' cognitive loads. The specific font is **Lato**.

#### ○ Color

- Overall design: I want my website to have warm colors. and a sense of security, down-to-earth feeling to increase my trustworthiness to the viewers. So I will choose brown-ish colors to mimic the sense of nature, calming the viewers down.
- For contrasting purposes, I might also include colors like green or blue, but those colors will be less saturated.
- Therefore, my final color pick will be a set of triadic colors. The combination of brown, blue, and green will also bring a natural feeling, calming the viewers down.



#### ○ Transition

- I choose column drop. Because the contents will be "image + text description", so I think it will be easier to just drop the text boxes below images for different media types.

### 4. Published website link

<https://imzekaitian.github.io/imzekait.github.io/>

