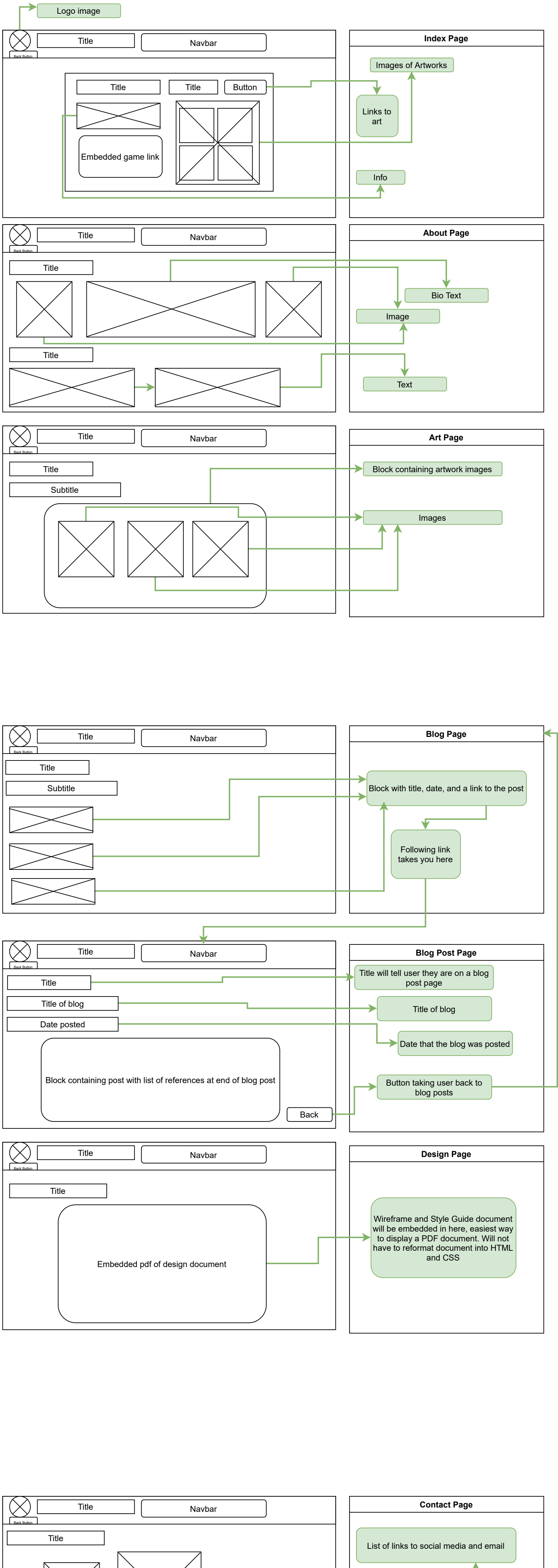
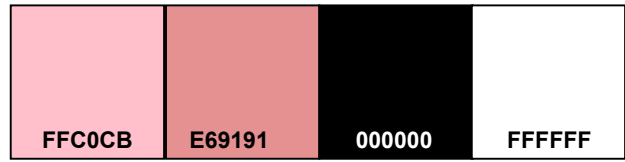


WIREFRAMES



DESIGN CHOICES

The website colour palette



The background of the of the website is white. This is because I wanted the website to look simple and clean for the most part and white is the easiest to contrast with black, which is what most of my text colour is. This is also because, most websites which I use on a daily basis have a white background colour, it just makes websites look clear and easy to navigate through elements on a page.

The nav bar on the website is a light pink, this is because when the navigation links are hovered over they become black, and the black contrasts the light pink the best.

The header of the website is a dark pink, because I wanted the header to contrast the light pink of the nav bar.

Display blocks on the website are a light pink, this is because of the black text colour used, the black contrasts the light pink the best.

Because this is a portfolio website for myself, I decided to choose a base colour that I believe expresses myself, that being a light pink. I also wanted a secondary pink that was a bit darker, to add contrast to some areas. The only other colour elements on the site are black and white. I decided on this because I did not want to overwhelm myself with a large amount of colours without the appropriate knowledge on making them presentable. This is also because a lot of the websites that I find to be aesthetically pleasing and seem designed well tend to only have about 3 or 4 different colours in the design.

Most text on the website is black, because it contrasts the best with light colours. However, in regards to links and buttons on the site, when hovered over the background of these elements become black and so the text becomes white to contrast the change to black.

The website font

I decided to use the "Franklin Gothic Medium" font for my website. I chose this font because it is a large, legible font. It is simple and easy to read, I wanted to keep a minimalist aesthetic for my website and so I did not want to choose a font that stood out too much.

When trying out different font families on the website, this font just stood out as the best one to suit the design that I had in mind.

GENERAL DESIGN AND LAYOUT CHOICES

In general, I tried not to put any elements on a page that I did not think were absolutely necessary, I tried to optimize empty space and lay out elements in a structured way so that it was clear which elements are important for the user to notice.

I provided a lot of ease of navigation, links to all the main pages are in the navigation bar, at the end of the blogs there are buttons that return the user to the blog page. There is also a button on every page that returns the user to the previous page.

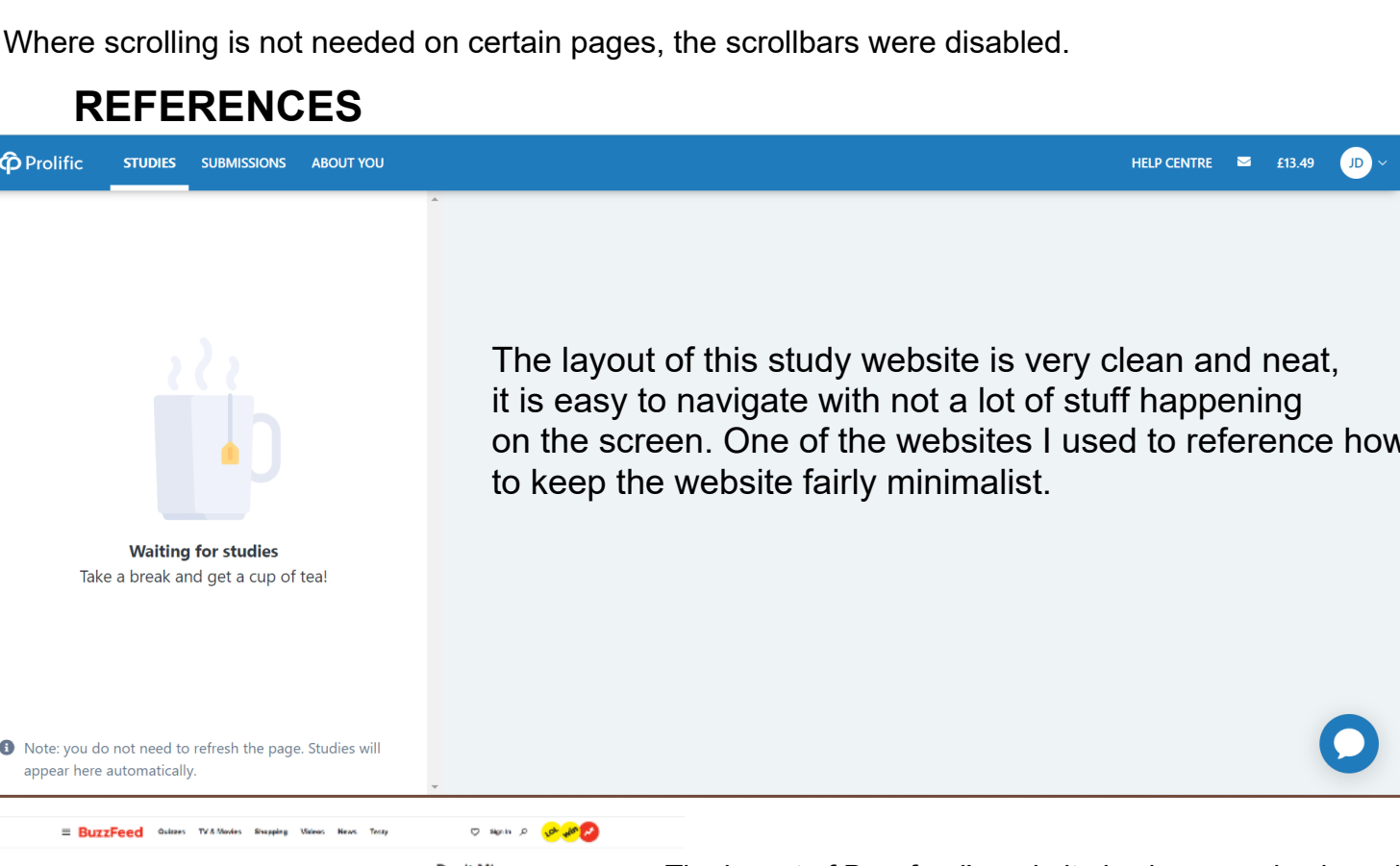
On the index page there are two ways to navigate to the artwork page, because this is a portfolio website for my art, there is the art link in the nav bar, and also a 'see more' button on top of the preview artworks I put on the index page.

I included a footer, with the opacity turned down so that it is not too noticeable and does not detract from the user's experience too much, the footer simply claims copyright of the images on the website.

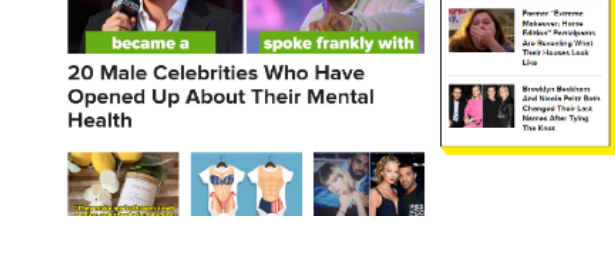
The header of the website is fixed in place so that even if the user scrolls to the bottom of a page, they can still access the nav bar.

Where scrolling is not needed on certain pages, the scrollbars were disabled.

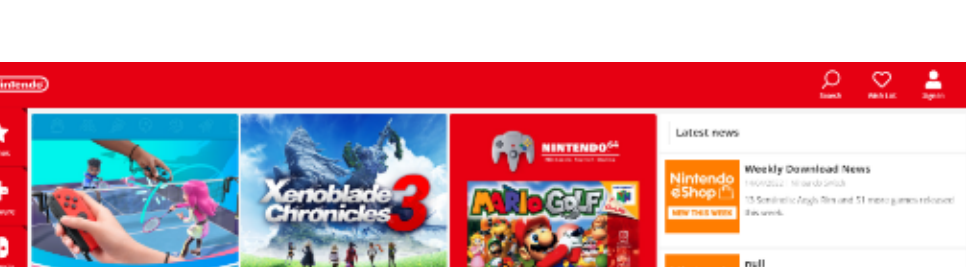
REFERENCES



The layout of this study website is very clean and neat, it is easy to navigate with not a lot of stuff happening on the screen. One of the websites I used to reference how to keep the website fairly minimalist.



The layout of BuzzFeed's website is also very simple and neat. It is easy to navigate, I also like how the elements are centralized on the page. The white space on the edges frames the content well.



Nintendo has a much busier, more gamified looking website, this is likely because the company wants the user to be presented with a wealth of content to look at and choose from. The layout is very much similar to how the layout is on their switch console. Even with all the bussiness, Nintendo mainly sticks to their signature red and white color palette, adding consistency to the design.