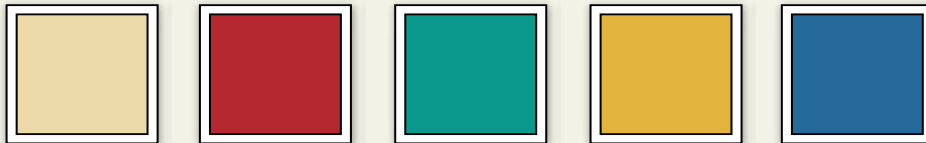# Vintage- reinvented

Possible Colors

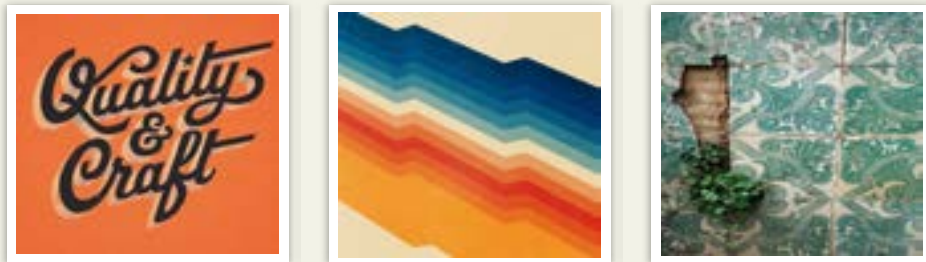## Textures

This is an Example of a Header
Font: Coquette

This is an Example of a Sub Head
Font: Futura

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.

Font: Kefa

This is an example of a Text link »
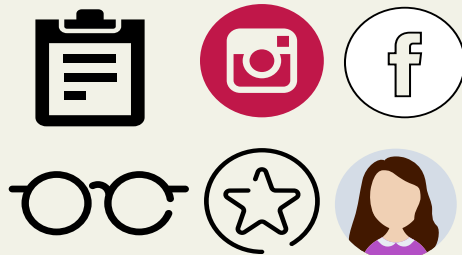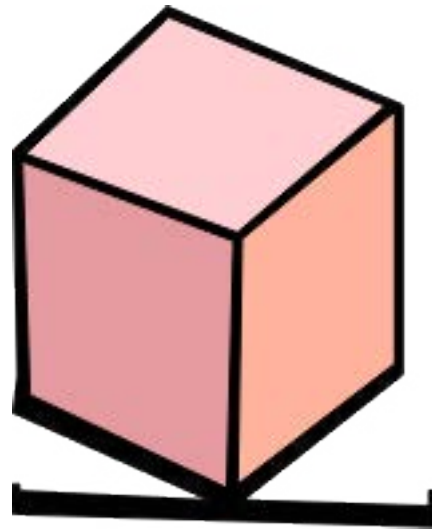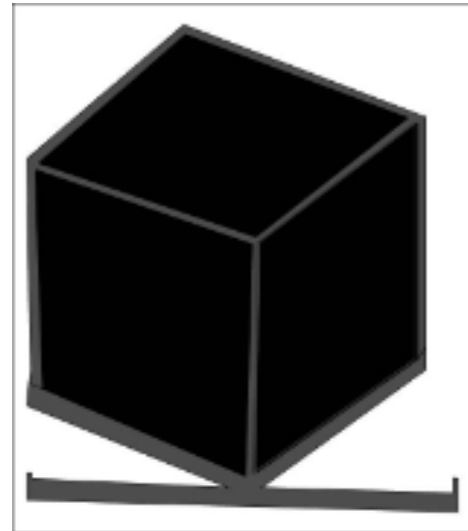
Buttons

Adjectives

Brave   **Vibrance**

Authentic

Colourful   **Dimensions**
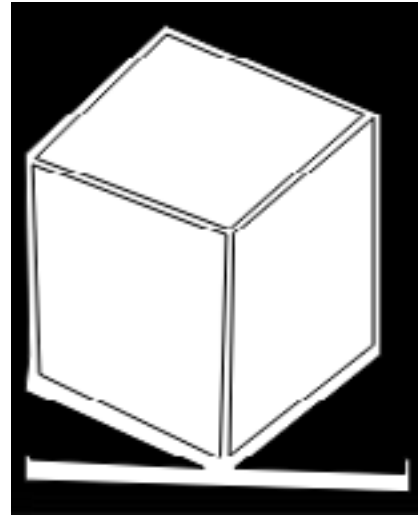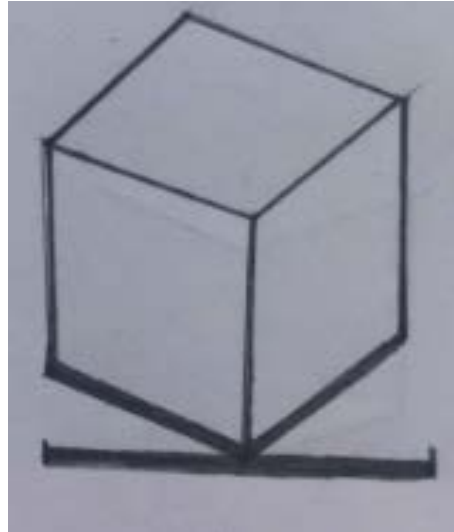
LOGO

Currently these are my main logo sketches I want to work with. I love geometric figures and dimensions, I also wanted to make my logo personal, not in vintage style, because contemporary style is closer to me.

My surname is "Kluce", in latvian we could
transform this word to "klucis", what means
"cube" in english.

PAPER PROTOTYPES- PC VERSION

PAPER PROTOTYPES- MOBILE

DESIGN PRINCIPLES IN USE

Contrast

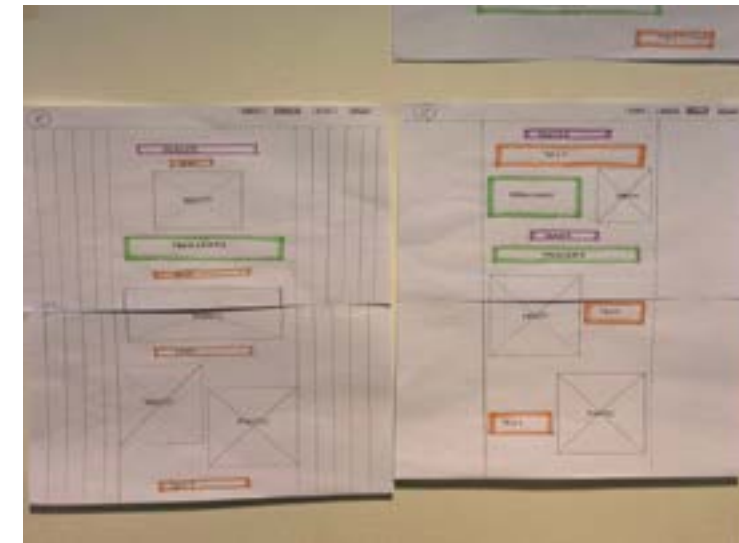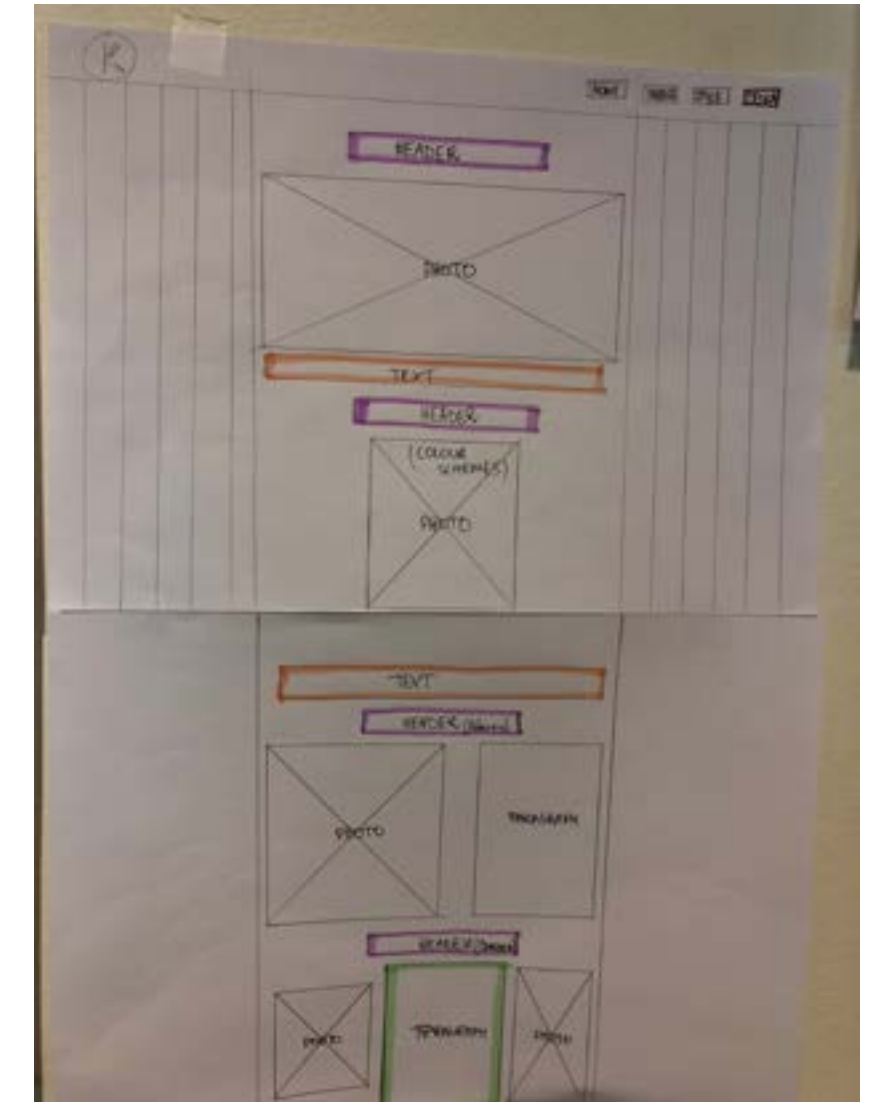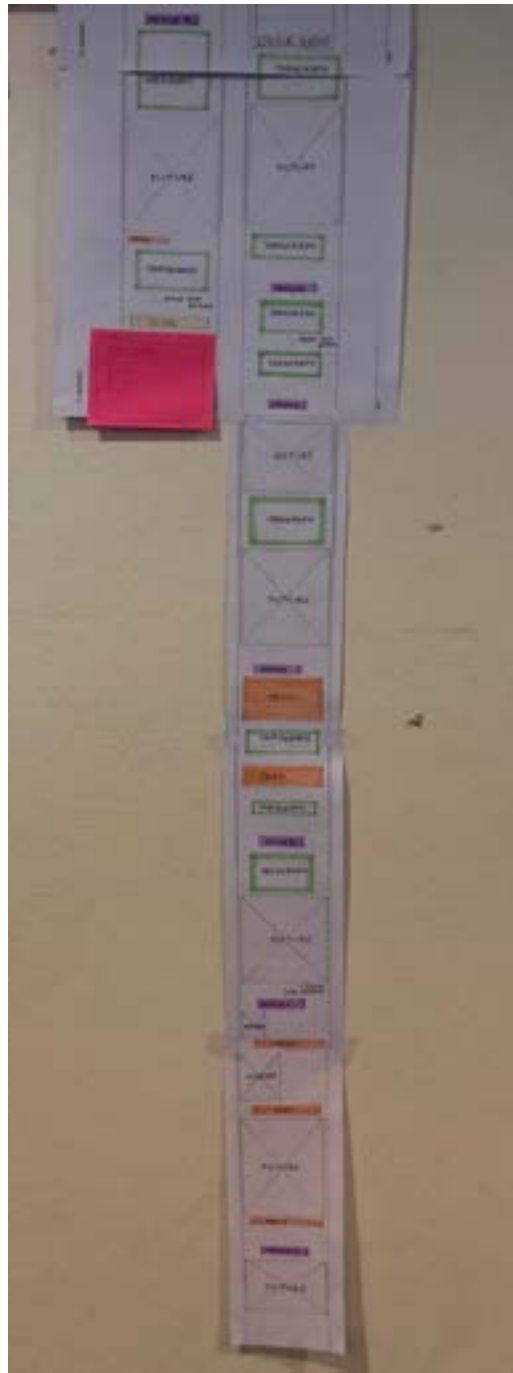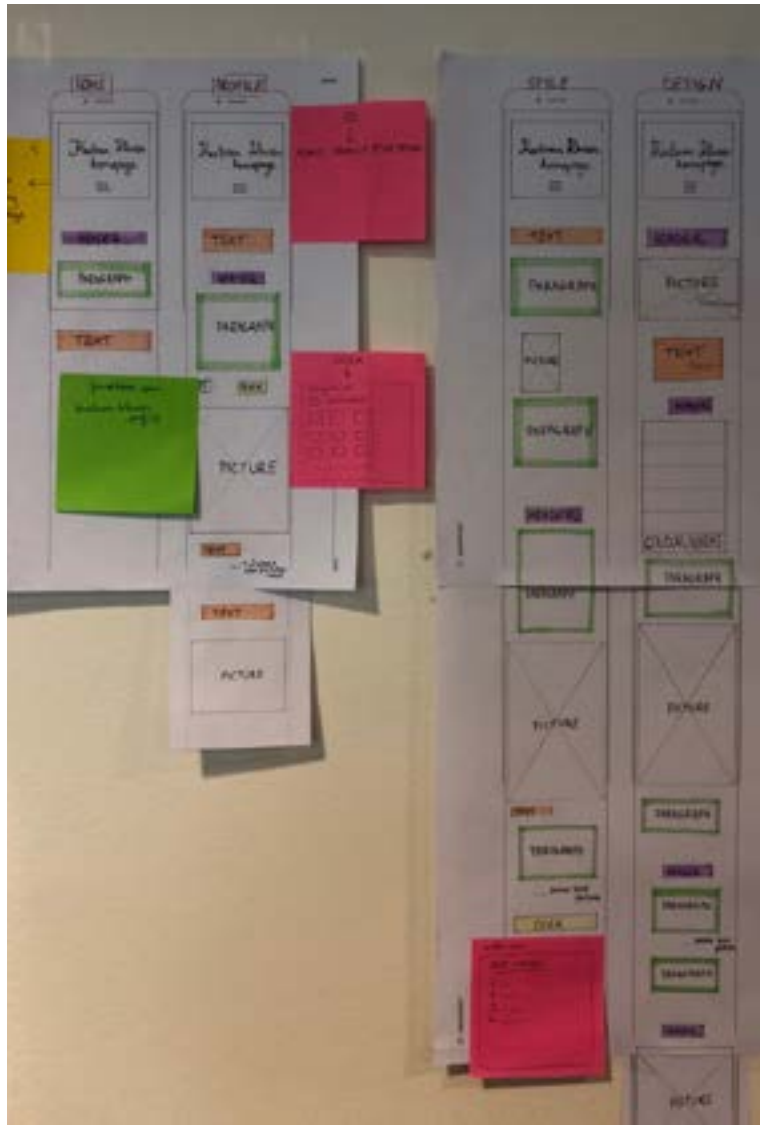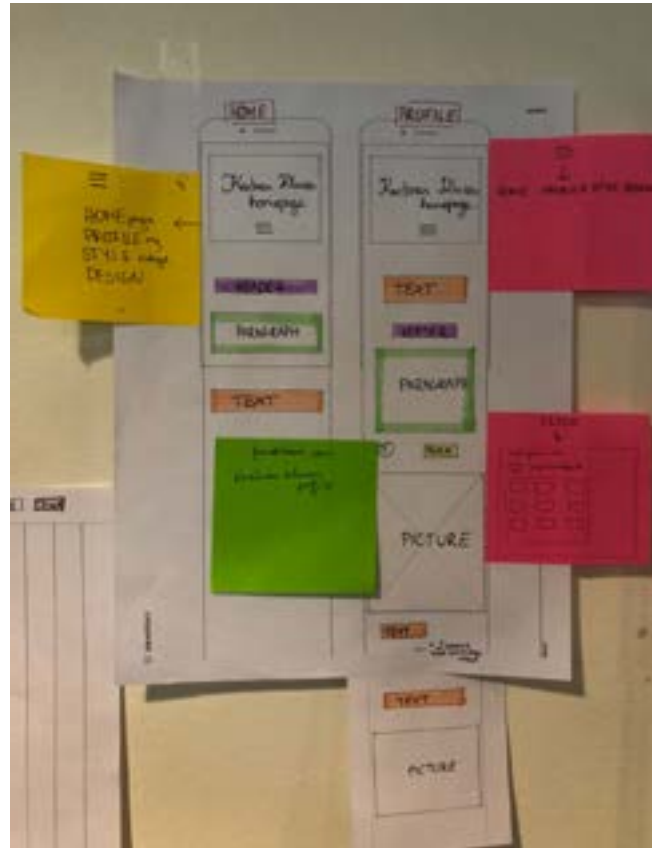Here u can see a colour and style contrast between all the icons- "home, style, design" are in minimalistic style, but the "profile" icon is quite colourful and looks like an animation

🏠 **HOME** page

👩 **PROFILE** my

👓 **STYLE** vintage

⭐ **DESIGN** examples

There is a colour and shape contrast between the colourful lines and the pale, creamy tone in the homepage.
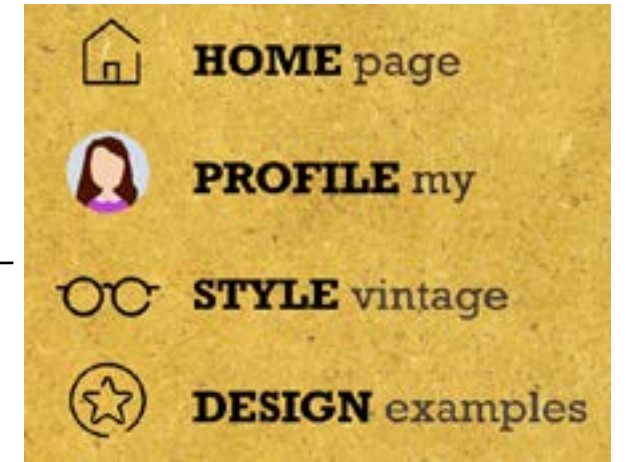
A lot of typography contrasts- some sentences are in bold, some very light. There are minimalistic and quite full letters with sherifs.

I really like to use this font for headers. It is called "Pasifico"
ABCD
1234

This font I use for paragraphs it is called "Avenir Next"
ABCD
1234

For me it feels very valuable. Looks fancy and playful. Could be a good accent and maybe used to write quotes. It contrasts between the big paragraphs. Reminds me the classic car logos.

I think it is very readable in big paragraphs. Very light and narrow letters. Could be used in big or small size.

My name is Karlīna.

Connection

Closure

A connection is shown how the folders are structured in my computer with all the vintage document files

You can see a closure in burgermenu- all the lines must be very close so that the burgermenu's option would symbolize navigation.
Closure in logo's works very well- it shows how the cubes were transformed in a lot of different colours and "stages". The text paragraph is without spaces. The closure helps the reader to understand that it is a one story, one paragraph- all equally important.
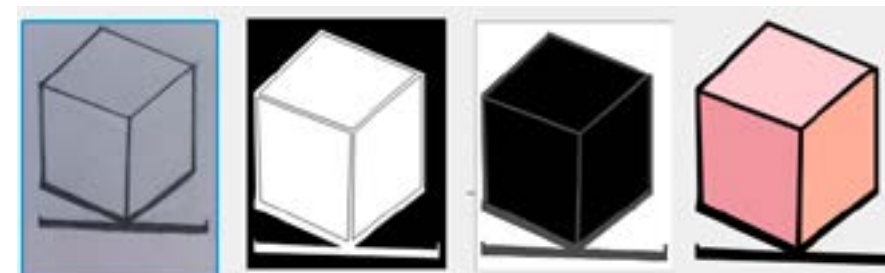
(1935 - 1977) was an American singer and actor. Regarded as one of the most significant cultural icons of the 20th century, he is often referred to as the "King of Rock and Roll". His hits "Can't Help Falling in Love" and "Love me tender" are known all over the world.

Similarity

Proximity

86 × 125 pixels DPI- 72,

171 × 250 pixels DPI- 72,

342 × 500 p
quality- 100

Image assets are kinda the same, they are similar, but the sizes are different.
The navigation buttons are in the same size, typefont is the same, but the colours are different.

Here the colour boxes are in the same size, colour hashtag typefonts and their places are the same, but colours are different, They are close, it means they belong together as one group.
And same with the navigation buttons- everywhere they are close, they are like one group that cannot be separate.
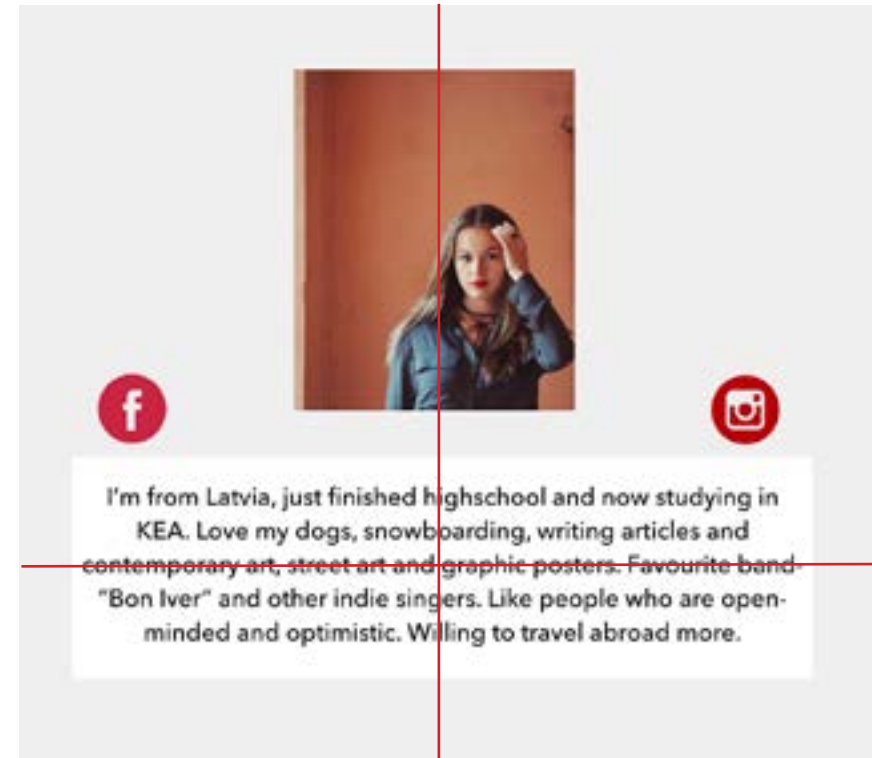
#0C998D

#E8EBDC

#B5292F

#E3B43B

#246997

HOME   PROFILE

HOME   PROFILE   STYLE   DESIGN

DESIGN PRINCIPLES IN USE

Symetry

The symetry is used with the picture, text box and the icons. They all are symetrically positioned

Figure ground

Here you can feel a little illusion– feels like the textboxes are on top of the lines

USABILITY TEST

I used the trunk test to test usability for my computer screen website. I asked 3 people to answer to following questions by looking at the style page of my website:

- What site is this?
- What page are you on?
- What are the main sections?
- What navigation options do you have in this page?
- How can you tell in which page are you?
- Is there a search bar?

I did this test to my classmates and friends. At the begining everyone understood quickly- from what kind of a style this site is made of. The colourful lines that I am using in the background are in a litle bit gritty tone, it symbolizes the vintage style.

When they started to read some paragraphs- half of them said that it is hard to read the text because the background is too bright.

After that- one friend asked "Where are your instagram and facebook buttons?. I can't find them any-more". Then i understood that it was a bad idea to put these social network buttons in my "Profile" section. He suggested me to put hem in all pages- above navigation.

My classmate said that burger menu's background is not vintage at all. He said that i should keep the gritty and a little bit old feeling not only a colour tone.

Possible changes

1. Going to make the background not so bright and with a less saturation.
2. Will put the social network buttons in every page, right above the navigation so that people could click on them faster and easier.
3. In burgermenu's background I will put a photo that has a structure.

Links to the XD prototypes

Mobile- https://xd.adobe.com/view/017fa4c3-a241-4e3a-56ad-3f2dc8ea02f7-774e/?fullscreen

Computer- https://xd.adobe.com/view/0adf46ba-4af7-421e-6e30-e43ecddeaa8c-7cee/?fullscreen