



CONSERVATORY
OF FLOWERS

SITE DESCRIPTON

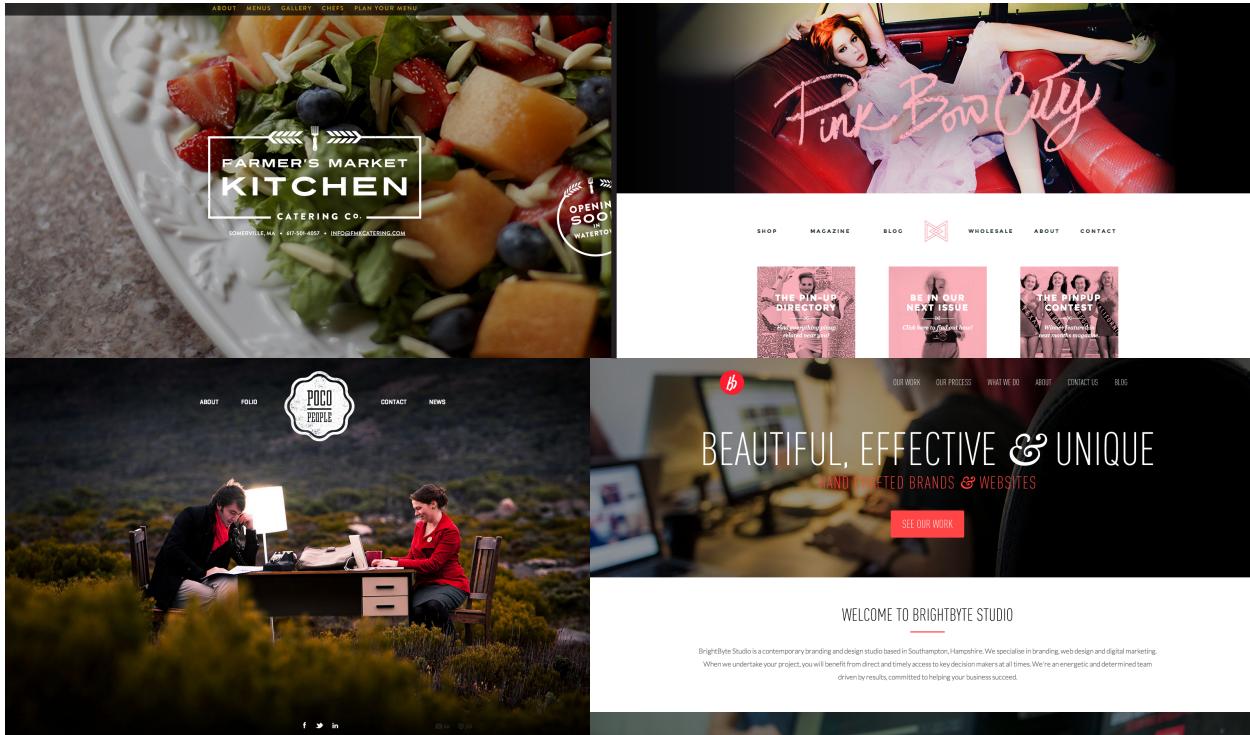
The Conservatory of Flowers is a beautiful and beloved historical landmark in the heart of Golden Gate Park. It is one of the most widely visited landmarks in San Francisco. The mission of the Conservatory of Flowers is to “connect people and plants in a place of exceptional beauty. The current website is cluttered, disorganized and outdated. Most importantly it does not properly capture the mission and essence of the Conservatory of Flowers.

I decided to redesign this site because I wanted to emphasize the beauty of the exotic flowers that live in the Conservatory of Flowers because that is what people go there to see. I wanted to modernize the site, make it clean and more sophisticated. I also wanted to make the site more interesting and engaging to visitors. I wanted to peak peoples interest and draw them into the site with vibrant images and organized, clean layouts.

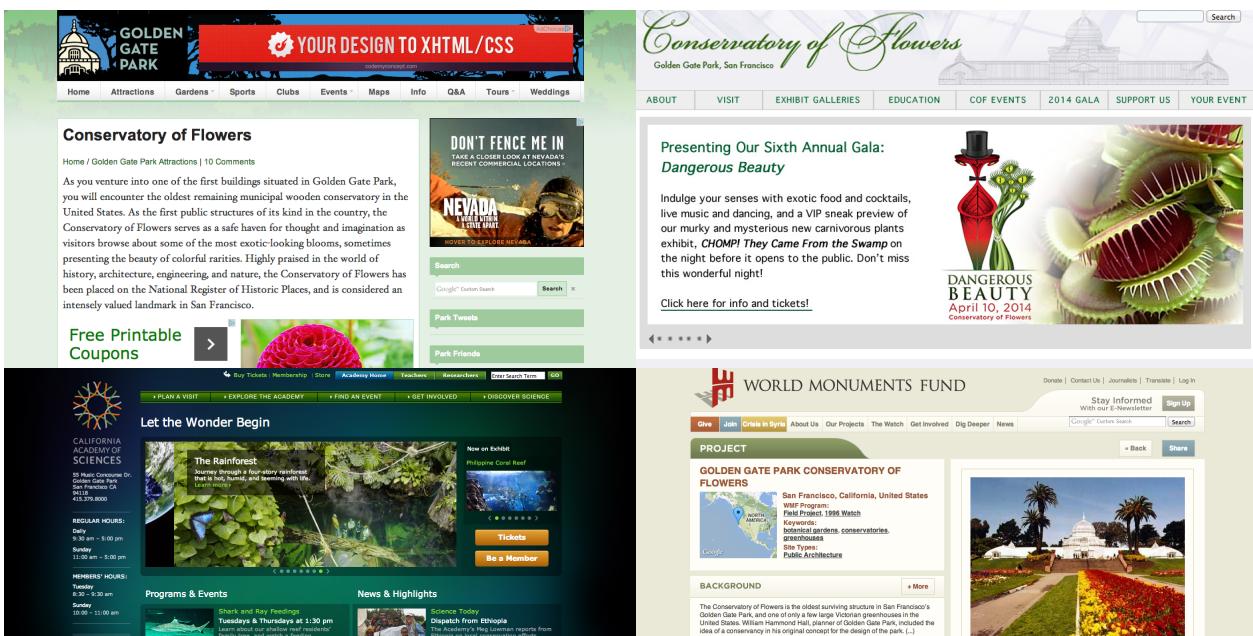
The current site is a bit confusing and hard to navigate. With my redesign I really focused on keeping the navigation clear and simple. I also wanted to emphasize the main reason why people visit the site. People visit the site to find visitor information, view current exhibits and events, as well as to see images of the flowers in the greenhouse which is why I focused on these areas in my website. I wanted to keep the website clean and to maintain peoples interest.

RESEARCH

INSPIRATION

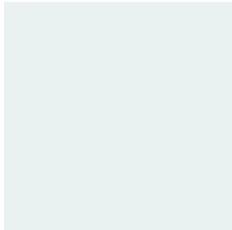


COMPETITION

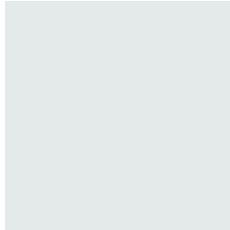


DESIGN MOTIFS

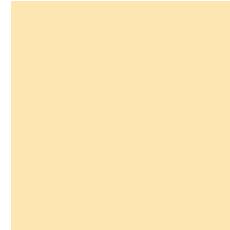
COLORS



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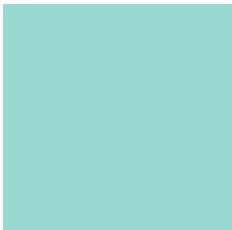
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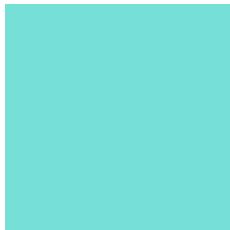
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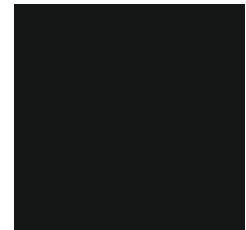
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DESIGN MOTIFS/ TYPOGRAPHY

ADELLE SANS

ADELLE SANS BOLD

Nautilus Pompilus

ADJECTIVES

Vibrant

Inviting

Beautiful

Colorful

Clean

Harmonious

Exciting

Appealing

Modern

PIN UP SHOT

