

PROJECT 01- RIT News home page redesign

GRAPHIC SOPHISTICATE

This design style focuses on sophisticated font titles and content with occasional punky elements to divide content and add intrigue.

KEYWORDS

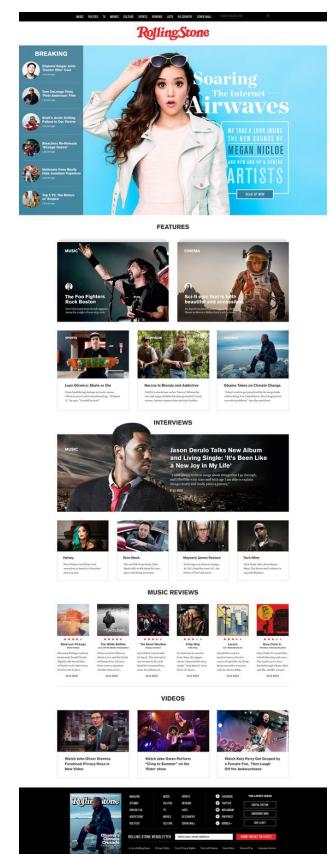
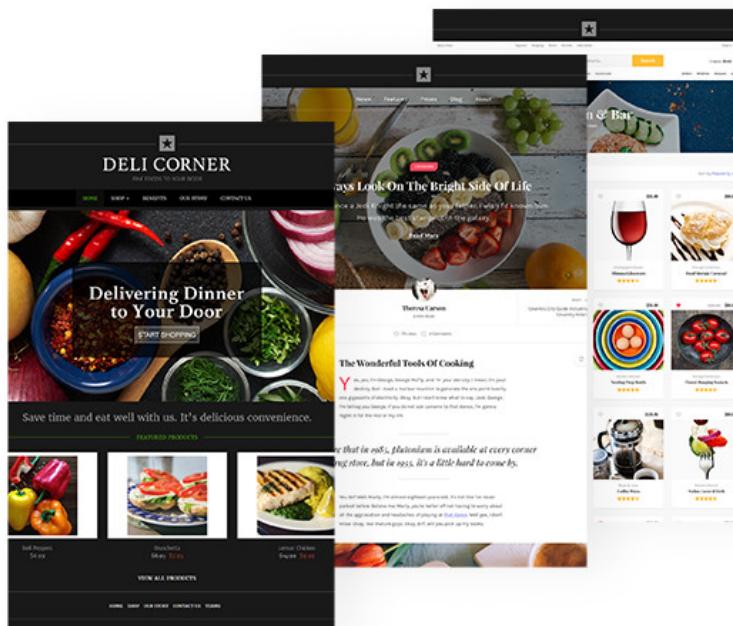
- Flat
- Clean
- Bold

INSPIRATION BOARD

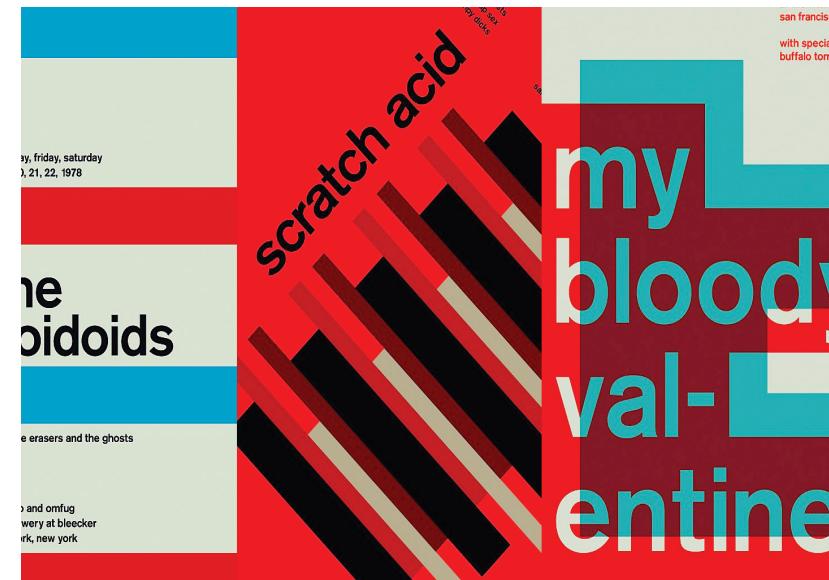
Typography



Layout



Color



Graphical Elements



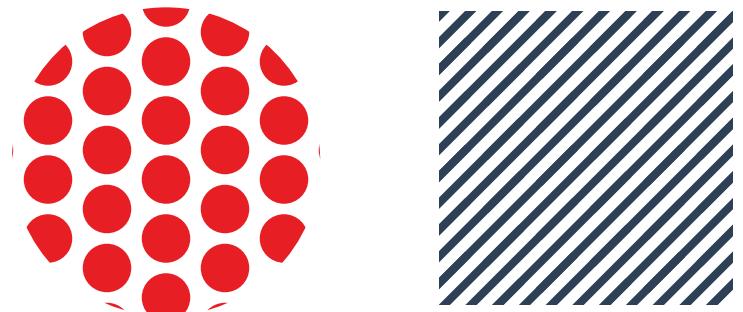
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STYLE BOARD

COLORS



PATTERNS / TEXTURES



TYPEFACE SAMPLES

Example of a Header

Font: Minion Pro, 40pt, Bold | #000000

Example of a Sub Head

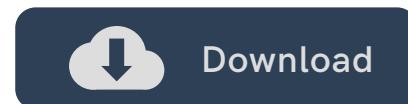
Font: HK Grotesk, 30pt, Semi-Bold | #000000

Example of Body Text

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: HK Grotesk, 25pt, Medium | #676767

GRAPHICAL ELEMENTS

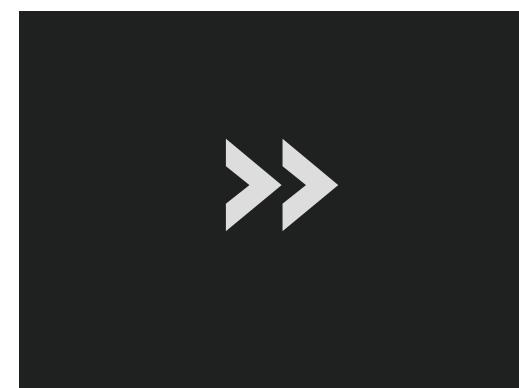
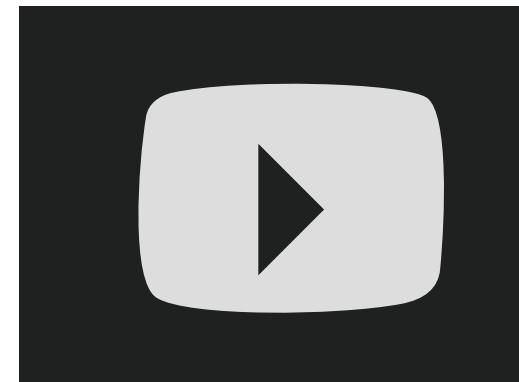


UNIVERSITY NEWS	Lorum ipsum	Lorum ipsum
Lorum ipsum dolor sit amet, consec-	Lorum ipsum dolor sit amet, consec-	Lorum ipsum dolor sit amet, consec-
tetuer adipisci-	tetuer adipisci-	tetuer adipisci-
scing elit, sed diam nonum-	scing elit, sed diam nonum-	scing elit, sed diam nonum-
my nibh	my nibh	my nibh

November 2018						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	1
2	3	4	5	6	7	8

Today: Thursday, November 1, 2018

ICONS



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SKETCHES

Two possible ideas for layout

