

**What is your design based on: is the design of your site based upon something that exists in the real world (films, poster design, product labels, other websites, etc.) or will you be creating a unique entity?**

My design is based on the iconic Andy Warhol. It will simulate his style and incorporate portions of his work to create a pop gallery feel. I want to focus on stimulating graphics to add visual interest amongst the heavy text built into the HTML of the site. I have also browsed many design firm websites to get ideas for what is current and emerging within the web design sphere.

**What is your inspiration for this design, and what goals do you specifically have for this project?**

My main goal is to create a seamless, flowing site, that makes the reader interested visually and feel inclined to read the text as well. I want to make sure I balance the visuals with the paragraphs, ensuring one doesn't overpower the other. Although Warhol's style is very jumbled, I want to keep the webpage organized and easy on the eyes to ensure the content, especially the text, remains accessible.

**What specific imagery will you use to achieve these goals?**

I plan on using Warhol's signature posturized imagery effect alongside some of his iconic symbols such as florals and portraits. I hope that these graphic visuals add visual interest and compel the audience to browse the site and written context. I am still debating whether I should use large, bold graphics, such as a large landing page, or if I should use more balanced and strategically placed bits of imagery.

**How will you utilize your color scheme and typography?**

Warhol's typical bright pops of color will establish a lively and compelling theme for the site. I plan on using bright primary shades as accents to emphasize important sections of the page. For typography, I will use a script font similar to Warhol's signature to add a finishing touch to fully encapsulate his style. I will use this for headers, and keep the paragraph text rather minimal to ensure ease while reading block text.