

**Website Link:** <https://lack-jenga.github.io/>

**Intro:**

For this project, I have decided to make a website showing my appreciation for sea otters. I chose this topic not only because sea otters are my favorite animals, but also because I want to spread awareness about how crucial sea otters are to the environment, despite facing endangerment. The website also features a list of otter-themed charities and nonprofit organizations for the user to potentially take action.

**Reference Websites:**

- I was largely inspired by the minimalist, calming aesthetic of [The Daily Otter](#). I thought the website's use of solid colors, serif fonts, and white space excellently captures a warm, friendly, homemade aesthetic. I had also replicated their column drop transition design on their homepage.
- I also took inspiration from [Dartmouth College's Website](#). To me, Dartmouth's branding team used font and color to their maximal extent, establishing their website as a natural, friendly environment with their predominant use of Dartmouth Green and white. To replicate this effect, my color palette took a subset from the branding team's [official style guide](#).

**Rationale of Color Choice:**

- I have used Dartmouth Green (RGB: 0, 105, 62) as my primary color, Snow White (255, 255, 255) as my secondary color, and midnight black (0, 0, 0) as my tertiary color. These are the colors used in much of Dartmouth College branding, which, in my opinion and in the words of the office of communications, "cultivates" a "natural," friendly feeling.

**Rationale of Font Choice:**

- I decided to use the font Lato because I wanted to give a warm, friendly atmosphere. Lato is also a sans-serif font, so it has higher readability on digital screens than many serif fonts. For more information about the font, see <https://fonts.google.com/specimen/Lato/about>
- I then paired Lato with the script font Shadows into Light. I chose this font because I thought the handwritten aesthetic would enhance the personal, friendly tone the website captures. For more information about the font, see <https://fonts.google.com/specimen/Shadows+Into+Light?sort=popularity>

**Design Transition Pattern:**

- Number of columns decreases from the transition from laptop/tablet to mobile. This is done to reduce the business of the reduced-size mobile screen, lowering cognitive load and aesthetic appeal for the user.
- Navigation menu condensed in transition from tablet to menu. Uses a hamburger menu to replace "Otter Facts" and "About." Kept "Community Action" and "Home" in mobile tab to highlight the most important information to the user

