

Design Document:

Deer and Friends

Summary:

The name of this site will be Deer and Friends. The approach is going to be simple to use and navigate lifestyle blog site that gives an emphasis on the outdoor camping vibe with lots of visually stunning photos from all over the world.

Design Concept:

A simple but modern approach with images that are eye catching and navigation that is user friendly and easy to understand to give a friendly atmosphere to the site.

Design Approach:

I hope to accomplish a sense of adventure and getting people outdoors with the use of photos and portfolio entries. I've looked at sites like <https://www.shutterstock.com/> and <https://living-on-life.com/> for inspiration on sites with similar layouts.

Comparable sites:

Sites like <http://www.my-photo-blog.com/> and <http://www.alexwisephotography.net/blog/> are similar in this approach as they are photo style blogs.

Conclusion:

This site will focus on photo blog style entries that focuses on camping and similar outdoor activities.