

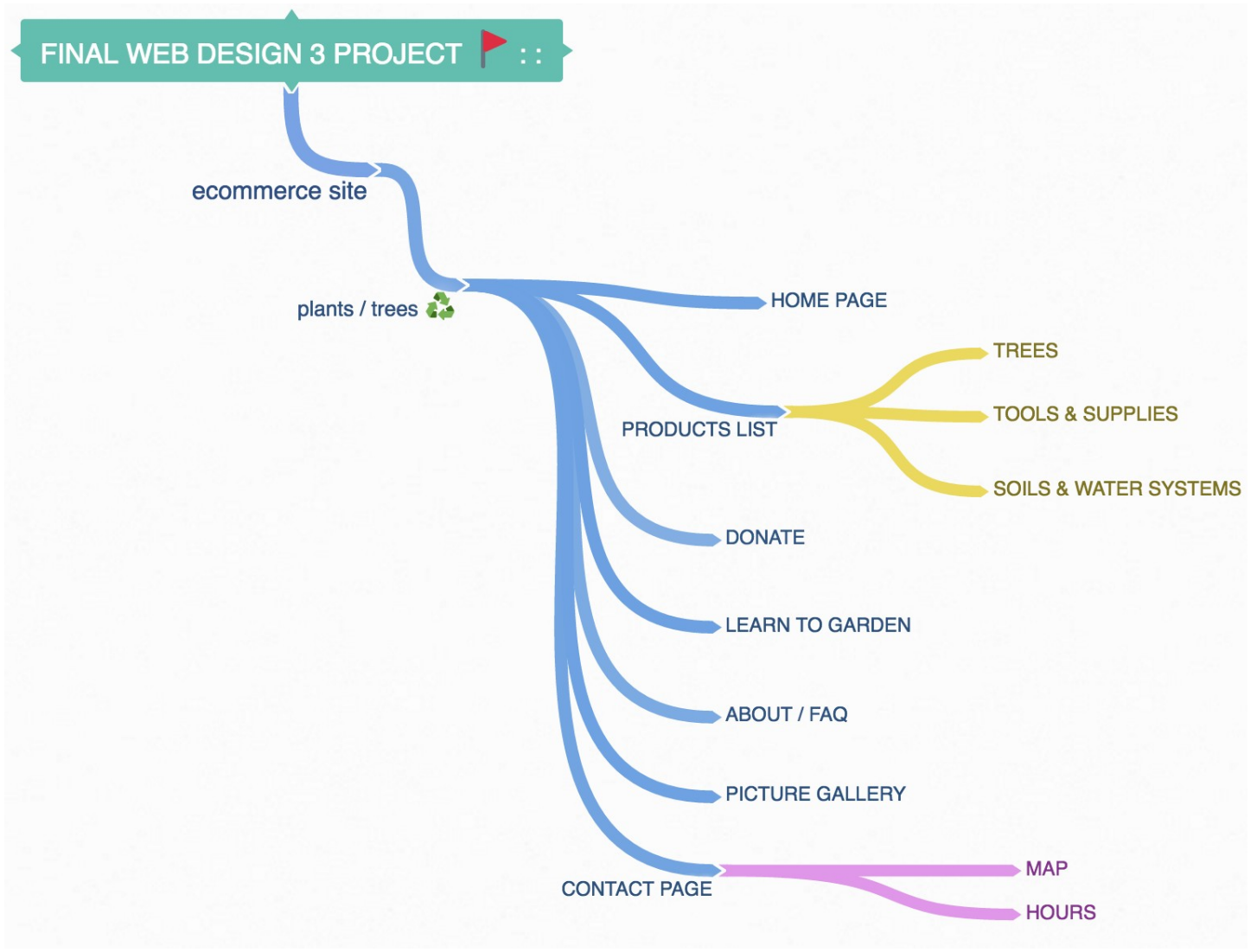
Meera Patel
Instructor Mark Anderson
MDST 3350
April 14, 2017

Final Web Design for Digital Communications II Design Overview

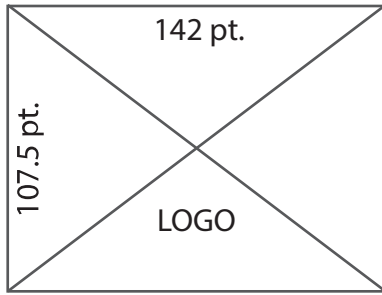
The philosophy behind the design and layout I've chosen for this assignment was inspired by the e-commerce site I chose to create, which is based around trees and nature. I chose an e-commerce site because I had never done a mockup design of one before, and this seemed like the perfect opportunity to do so. I chose the well-known earthy colours such as green and brown, and various shades and tones of both of those colours - such as beige and dark green.

The layout is aimed to be simple and easy to navigate, and to allow for the proper and maximum user flow. Nothing too fancy or flashy is incorporated due to the fact that I did not want to draw the user's attention away from the site's content and become distracting. The typography and typefaces chosen aim to be earthy and natural, with leafy vines and flowy and airy typefaces.

I've attempted to use branding by associating colours, typefaces, and moods with the site and its services. The target audience has no specific age group, and is created for those in need of the services of perennial gardening and horticulture. The target audience includes individuals and families in need of trees for their homes and yards and properties, or who would like to donate and have a helping hand in giving back to the environment.

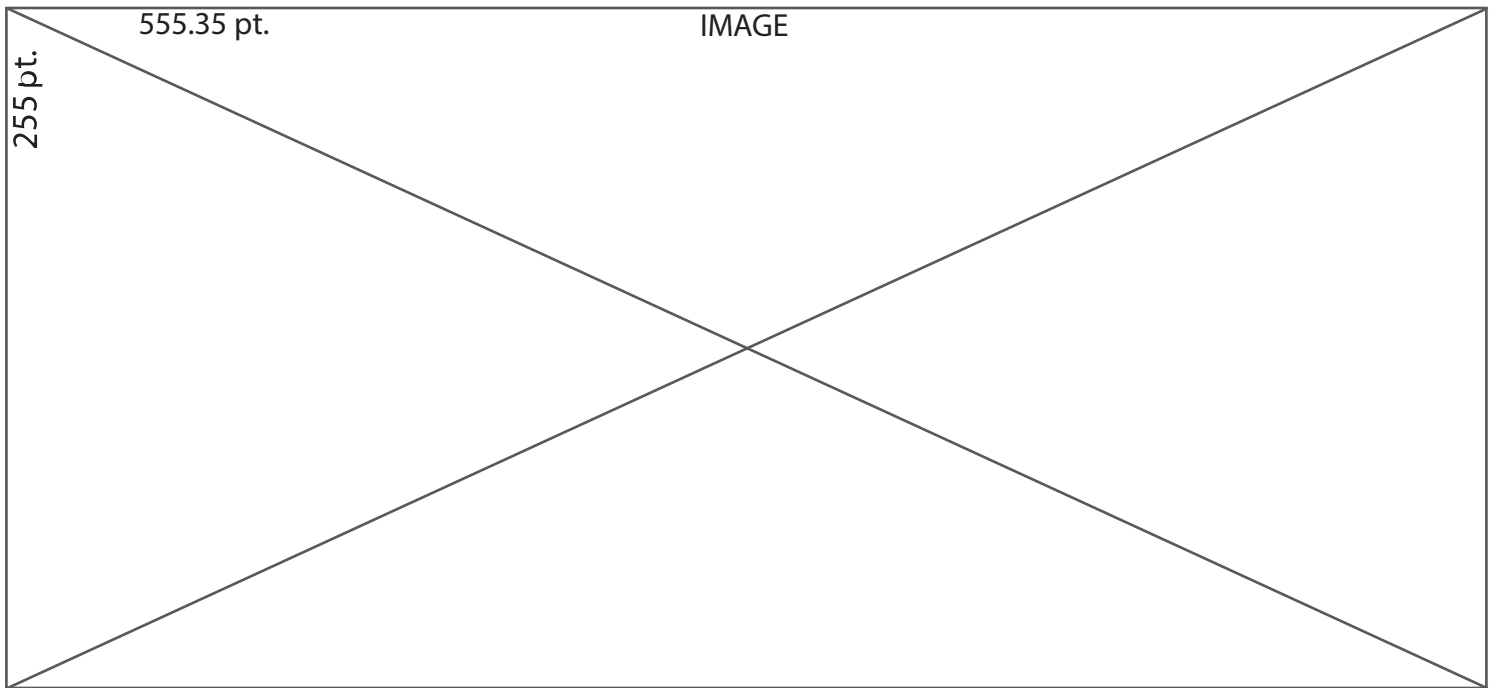


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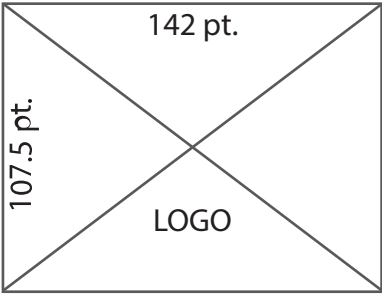
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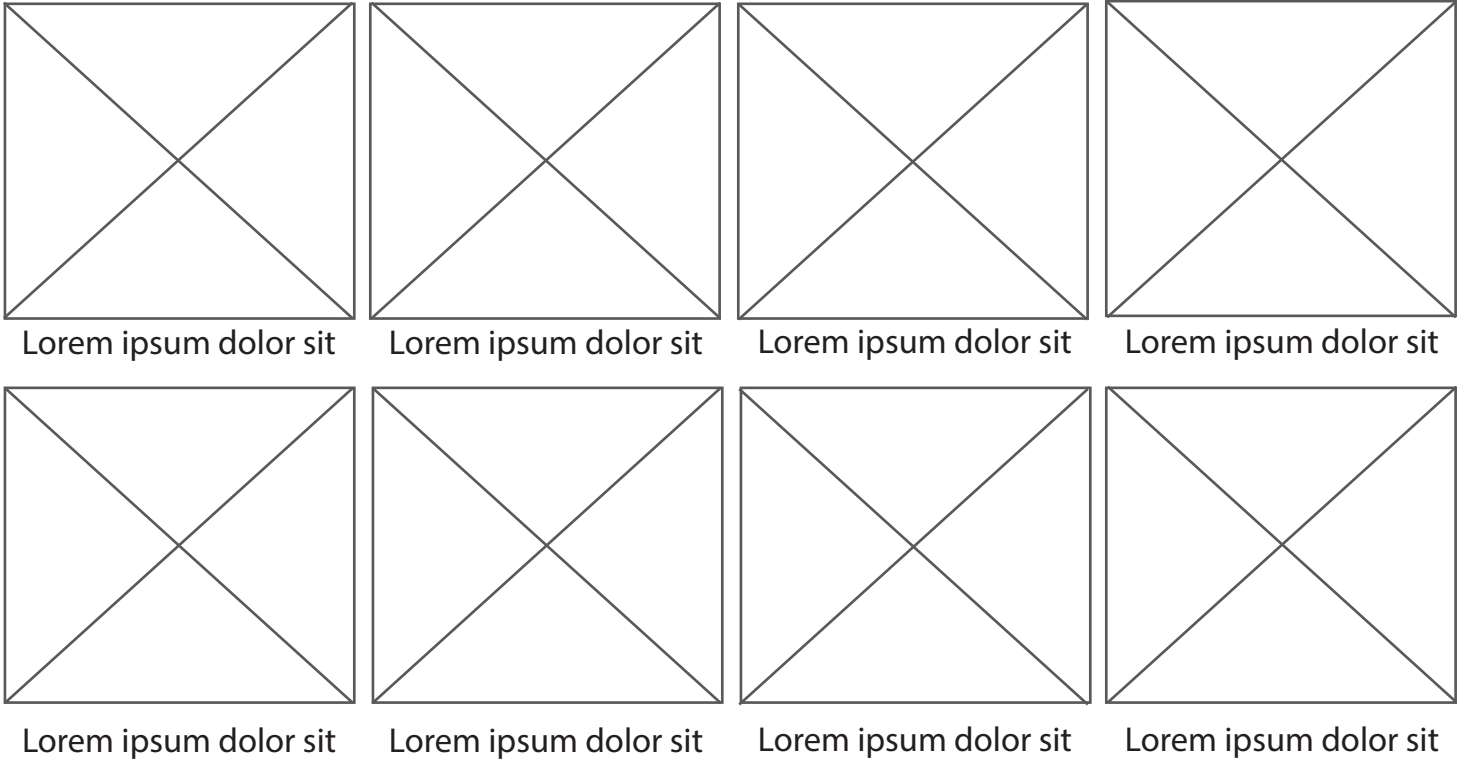
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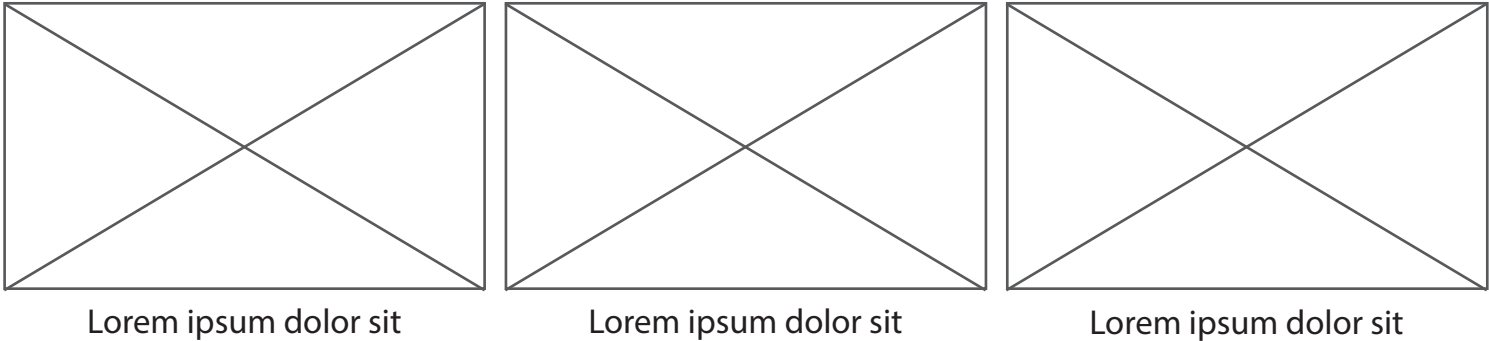
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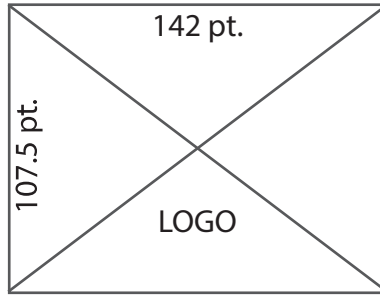
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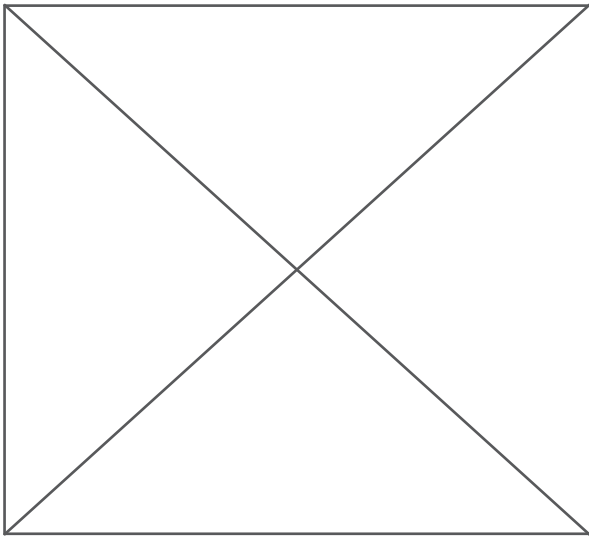
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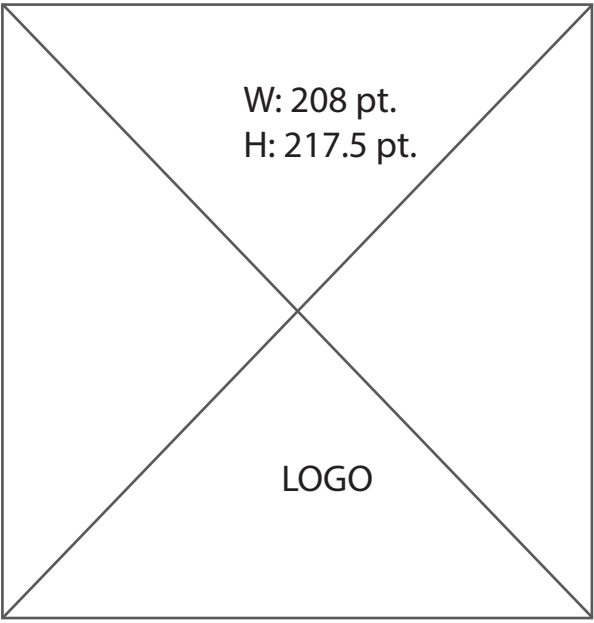
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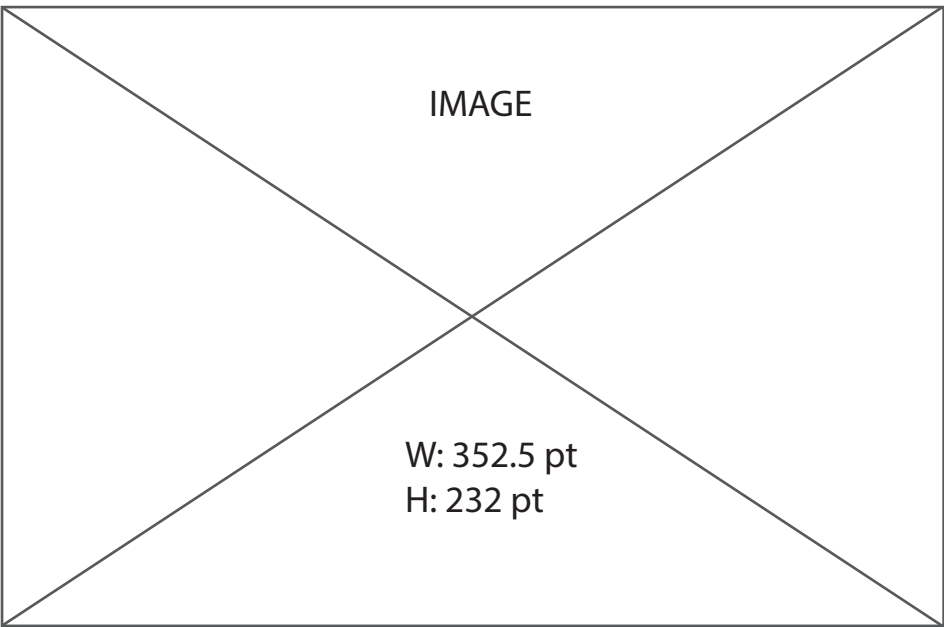
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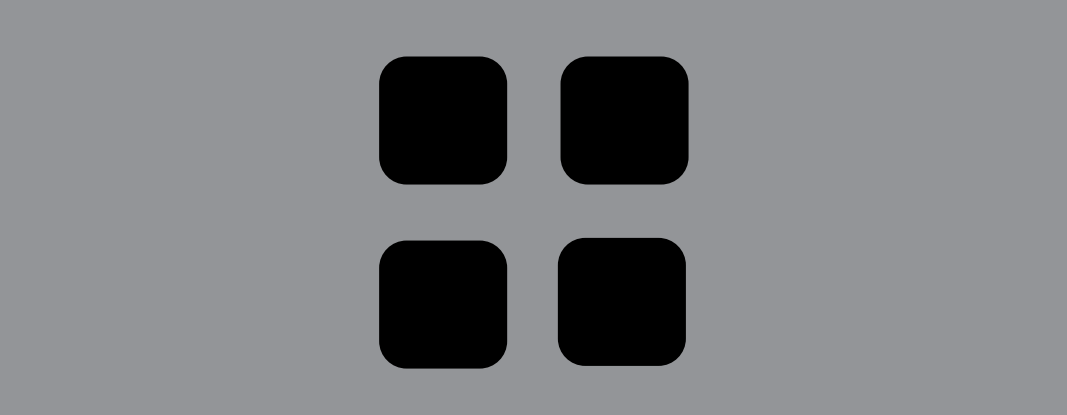


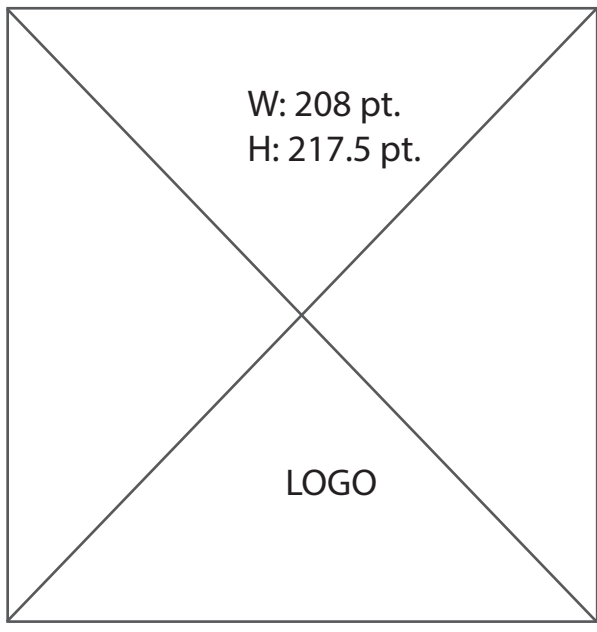
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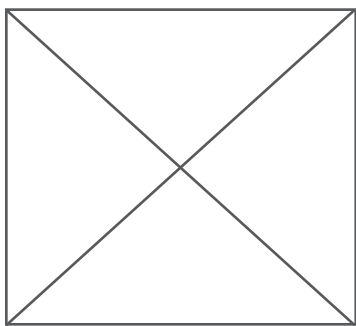




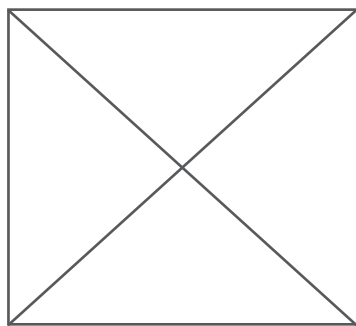
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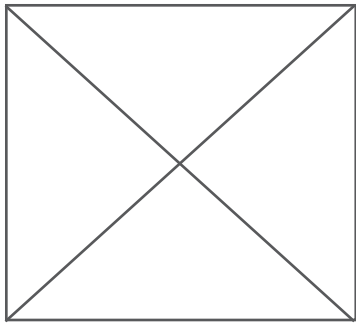
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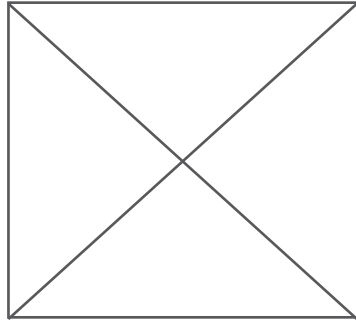
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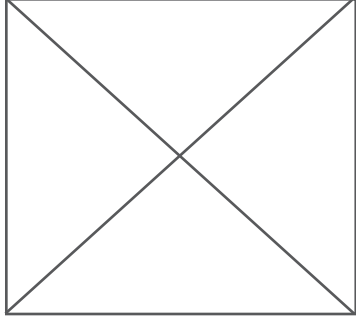
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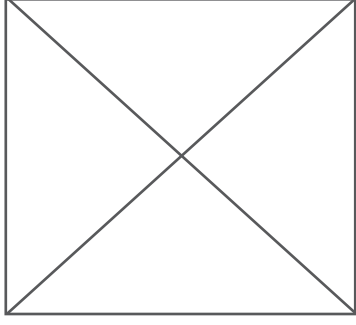
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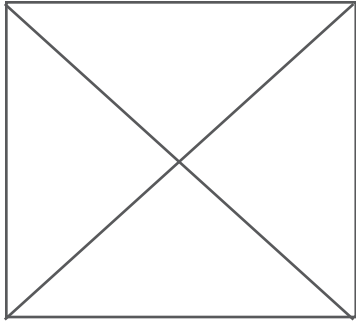
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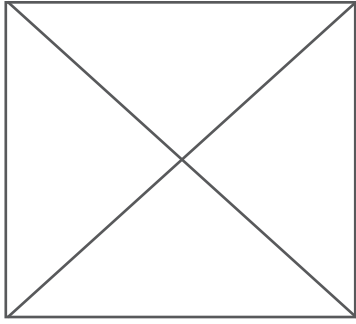
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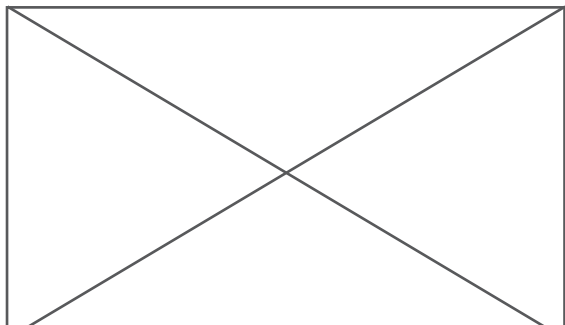
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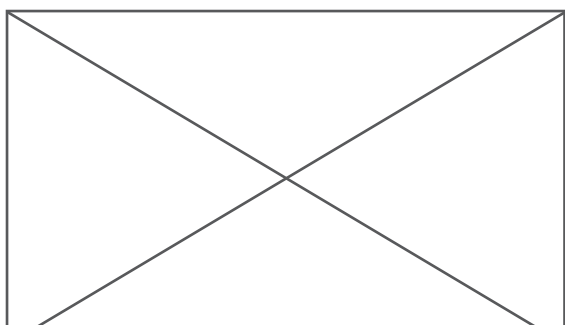
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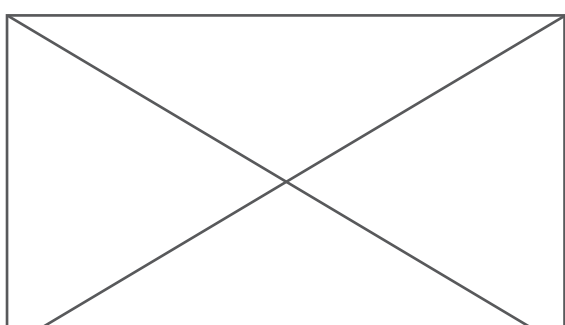
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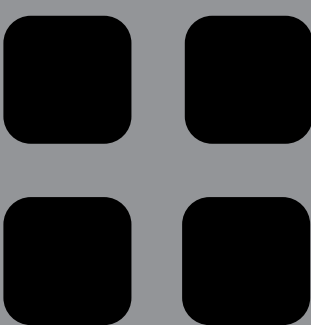
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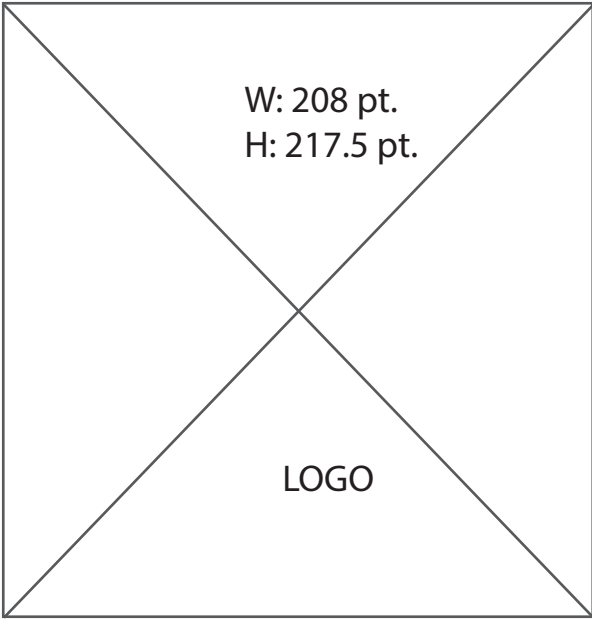


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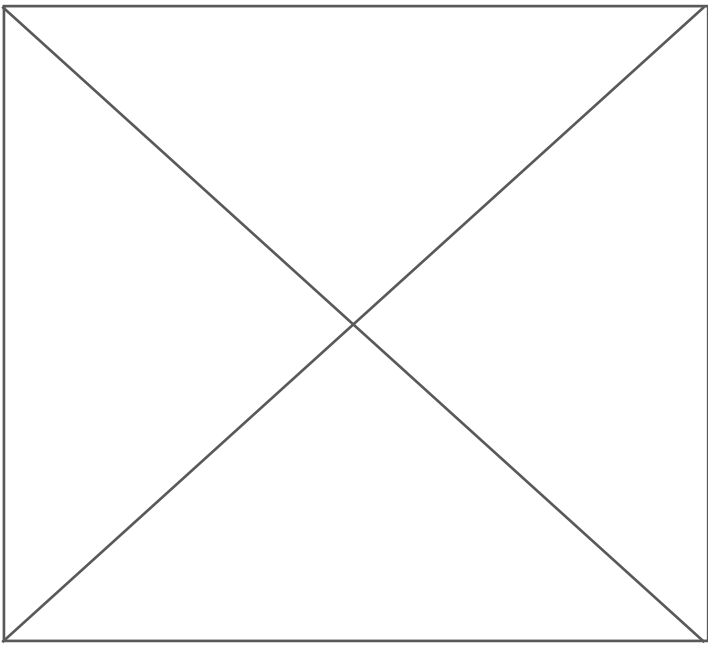
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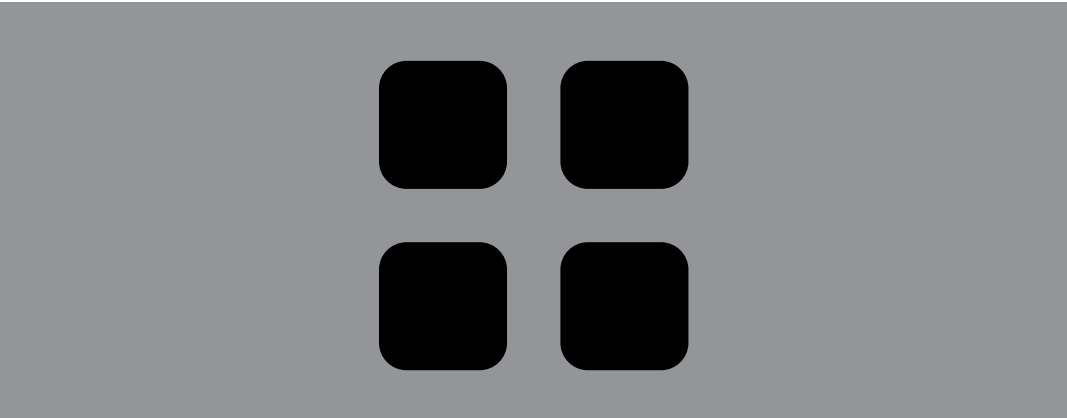
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BALSAM POPLAR



BLACK WALNUT



BLUE BEECH



EASTER PINE



HAWTHORN



SUGAR MAPLE



SYCAMORE



WHITE OAK

NEED A HAND?

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WATER SYSTEMS



SOILS & MORE



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"Platanus occidentalis"

- *Size:* Up to 35 m. tall
- *Shade:* Can grow in part shade or full sun
- *Soil:* Prefers rich soils, tolerates heavy clay
- *Moisture:* Prefers moist soils, tolerates seasonal flooding

SHOP NOW ✓

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BALSAM POPLAR



BLACK WALNUT



BLUE BEECH



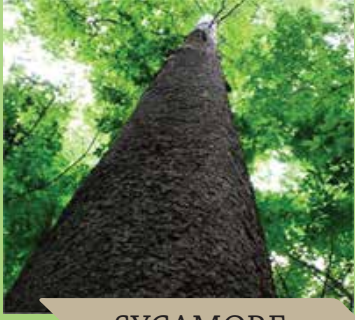
EASTER PINE



HAWTHORN



SUGAR MAPLE



SYCAMORE



WHITE OAK

NEED A HAND?

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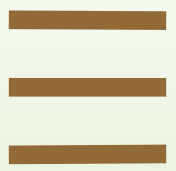


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SOILS & MORE





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SYCAMORE



“Platanus occidentalis”

- *Size:* Up to 35 m. tall
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TYPOGRAPHY

Title Font

Capsule X Pro Medium

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Nav Font

Hojas de plata
by José Tijerín

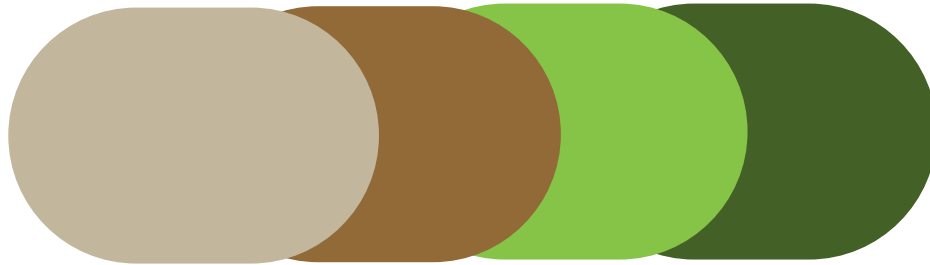
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Body Font

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COLOURS



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#cfc4b0	#dbc3a3	#bfe09e	#bfdba4
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<u>#c2b59b</u>	#cdab7e	#a6d477	#a6cc7f
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#a89571	#b88747	<u>#85c446</u>	#80b649
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#8e7c57	#936c39	#73ae37	#66923a
#7e6e4e	<u>#916a38</u>	#669b31	#598033
#6f6044	#815e32	#59882b	#4d6d2c
#5f533a	#6e512b	#4d7425	<u>#436026</u>
#4f4530	#5c4324	#40611f	#405b24
#3f3727	#49361d	#334e18	#33491d
#2f291d	#372815	#263a12	#263716
#201c13	#251b0e	#1a270c	#1a240f
#100e0a	#120d07	#0d1306	#0d1207
#000000	#000000	#000000	#000000