

#### Vision:

I am interested in creating a website about sustainability because I have always been an avid promoter of sustainable lifestyle. Last year, I went to an island next to Taiwan and saw the horrendous effects of global warming on native population and the land. Therefore, I want to use my website to teach others how to incorporate sustainable practices into their lives. I hope to raise awareness through providing tips and showing useful apps that can be used to directly help plant trees or reduce waste. I also want to spread awareness of the natural disasters caused by global warming, such as California's wildfires. I hope that people that view my website will be more inclined to incorporate sustainable practices and to learn more about how they can contribute to this global effort of promoting sustainability.

#### Color:

I decided to go with a theme of green because green often reminds people of earth and nature! I chose three different saturation of green: dark, medium, and light green. Combined with white backgrounds, these three colors allow me to show contrast throughout the webpage and make it easier on the eyes when reading text. For contact page, I used medium green as the background and light green as the title page, so the title pops out along with the contact form, which is left with a default background color white. The contrast will make the website less boring and more unpredictable. It also adds to the earthy mood with the medium green in the background. For smaller text throughout the website, I opt for dark green so readers will not have a hard time to read. Dark green also harmonizes well with the entire green theme of the website, so it is a better fit than just pure black color.

#### Font:

I chose to go with Delius for the title and Montserrat for the body text. I picked these two because they complement each other well. They also add to the more happy, relaxed, earthy mood of the website. The fonts are fun but also very easy to read. This allows readers to skim through the text and retain the information, and also have fun while looking at the font. As a type of serif font, these two fonts allows users to casual browse through the content. The fonts fulfill my goal of having readers browse through some fun tips without feeling like it's a chore or they are being guilt-tripped into incorporating a sustainable lifestyle.

#### Reference pages:

<https://sustainability.com>

- I really like the layout and the overall structure.

<https://www.epa.gov.tw>

- I like the interactive page and the fun designs.

<https://www.forestapp.cc>

- I love the minimalistic design. I also like how the colors harmonize well with each other.