Digital Imaging Final Exam

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# Pitch

The website I am designing is an information page for portable chargers, also known as power-banks. The website will include 4-5 self-taken images in a slideshow alongside images from the internet and a navigation bar. The tablet version will be much smaller and the navigation bar and images will be adjusted in size.

# References

Facebook Advertising: <http://boostlikes.com/blog/2015/11/facebook-ads-google-adsense-better>

Asbury Park Sun: <http://asburyparksun.com/advertise-with-us/>

# Designer’s Statement

In this project, I wanted to create a simple but effective website on the subject of power-banks, due to their recent rise in popularity. The first thing I did was create the logo for the website as I felt that this would dictate the colour scheme of the entire website. I sketched multiple ideas for this logo in my research book until eventually I found a design I was happy with. I then began to design this logo on Photoshop. Instead of designing it at the size it would be on the website, I created a version of the logo that was 10x larger in scale than the actual logo would be. This allowed me to be more accurate with the design of the logo. Once I had completed the large scale version of the logo, I scaled it down to its actual size and began work on the desktop version of the website. To begin, I sketched a rough idea of the website in my research book and then re-created it in Photoshop as a grey-scale. Once I was happy with this I begun work on the final version of the website. I used the size of the desktop monitor as the size for the desktop version. I created a navigation bar for both the top and the bottom of the desktop version using two shades of blue from the logo. I used the texture, gradient overlay and bevel/emboss tools to create the effects for all of the boxes with an opacity of 60%. I inserted my own image in the centre of the page and created a light background for the page. After this I began working on the Tablet version. I used the size of the Nexus 7 Tablet as the size for my tablet version and re-sized most of the elements of the desktop version and added them to the tablet version, while adding a second image and a couple of ads. Overall my website contained lots of white space which meshed with the simple design theme I had for the website.