MEMO

To: Quinn Warnick

From: Nadia Groome

Subject: Unit 1 Choices Justification

I wanted to create a simple and clean landing page and resume. I think that this type of information is very professional and straightforward, so it makes sense to display it in a professional and straightforward manner.

I used the color scheme of my sorority, Alpha Delta Pi, because if alumni view the page they will recognize the color scheme and know that I am part of their sisterhood. Alumni are great connections, so this will make my website stand out to them and will connect me to them.

I chose to use a picture of myself so that viewers can visualize me, as it is a personal webpage. I wanted to use a picture that is semi-professional, but not as stiff as a headshot or completely posed picture. This was the only picture I had that really worked; I will probably replace it in the future if I can find a photograph of myself that I like better, because this one doesn’t really communicate anything to the audience, but it works.

I wanted all of the links on the landing page to stand out, because the point of the page is to have visitors click on the links in order to learn more about my professional and online information. I didn’t want the links to be underlined, because it detracts from the visual appeal of the website, so I changed their color and added a hover color to really ensure that visitors know they are links.