

Write a design rationale (minimum 300 words) explaining your typeface choice, design decisions, and how they align with your chosen typeface's characteristics.

#### Design rationale:

I have a strong favor of sans serif typefaces over serif typefaces, especially in a design that is meant to be clear and readable, so I knew that I wanted to start looking for sans serif fonts on google fonts. I wasn't in love with most of the sans serif fonts available until I ended up stumbling on Kanit. I chose Kanit because I thought it had some interesting characteristics while still remaining legible and relatively simple. After researching the font a little I found out that the font also has a version that is in the Thai language. So, I took that as my main inspiration for design elements of this page, where I based the design off of the flag of Thailand. The flag is composed of only "blocky" horizontal red, white, and blue lines, so in my design I used blocky horizontal lines for separation of content. I think that also ties in well with the font because the font has some thicker blocky elements. So, when planning the design, it all just made sense and seemed to work well keeping it simple with the horizontal lines. The colors were also inspired by the Thai flag. The red and blue were darkened a little bit for contrast reasons while still staying true to the flag. The pink was also added as a tint of the red from the flag. Once again being added for interest's sake while still staying true to the original color palette inspiration of the flag. Because the design itself was simple in nature I wanted to play in heavily to the hover animations to add interest to the page where I saw fit. They added a challenge but, in the end, they were worth adding because they really brought the page to life and added the interest it needed.

Provide a brief documentation outlining your project process and design choices. Include a description of how you planned, designed and executed the project. Mention any challenges you encountered and how you addressed them.

#### Process Documentation:

As stated above my main design inspiration was the Thai flag in how its blocky horizontal lines fit well with the font. The final product looks slightly different than the mockup and that is due to continuing to explore the design opportunities as I worked on the project. As well as the fact that some elements of design are harder to bring to life in code than in a mockup. The biggest challenge for me was the grid at first. It led to a frustrating few hours of work. But in the end, I switched from using grid-area to just simple grid templates and that seemed to make the process go a little smoother. From there on out everything went pretty smoothly. Any time I had an idea of something (like an animation) I looked up a way I could implement it into my design and over time it all started to come together.