

67-240 design  
rationale&reference

# Font Choices

"BEWITCHED" Font: The main title uses a bold, all-caps serif font. This style gives off a vintage, timeless quality, which pairs well with the theme of "bewitchment." The large size and strong presence of the font command attention, suggesting that this is the centerpiece of the design. The shadow matched Laufey's vibe as well.

"THE GODDESS EDITION" Font: The subtitle uses a smaller, yet similarly styled serif font. The contrast in size between the title and subtitle provides a clear hierarchy.

Buttons ("LISTEN NOW" and "BUY NOW"): These use a simple, sans-serif font, which creates a clear and straightforward user interface. The contrast between the fancy serif fonts used for the title and the simple, clean font in the buttons enhances the user experience by making action buttons easy to read.

# Colors

**Background (Dark Blue):** This is because the background picture I used has a similar shade of blue. The dark, rich blue curtain-like background creates a mysterious and intimate atmosphere. This shade of blue contrasts with the subject's bright, light-colored clothing and makeup, drawing the viewer's focus to her face and the main text.

**White Text:** The use of white for the text creates a sharp contrast with the dark background, ensuring legibility and giving the text a clean, elegant appearance.

# Transition

Focus and Flow: The viewer's attention is first drawn to the title "BEWITCHED," which is centrally positioned and the largest element. From there, the eyes naturally flow to the subtitle "THE GODDESS EDITION," and then to the buttons below. This vertical flow leads the user toward a call to action (either listening or buying).

The button of tour dates used smooth transition as this adds up to the mysterious and elegant vibe of the whole page.

## reference

- <https://www.laufeymusic.com/tour>
- <https://tstheerastour.taylorswift.com/>

Both of them are excellent celebrity information pages. For Laufey official page, I copied the home screen as it provides the highest resolution image. I also used the same nav bar and similar social media buttons.

For Taylor Swift's website, I borrowed its tour information format as it clearly shows the tour dates, locations and time. It inspired me on how to group my tour infos as well.