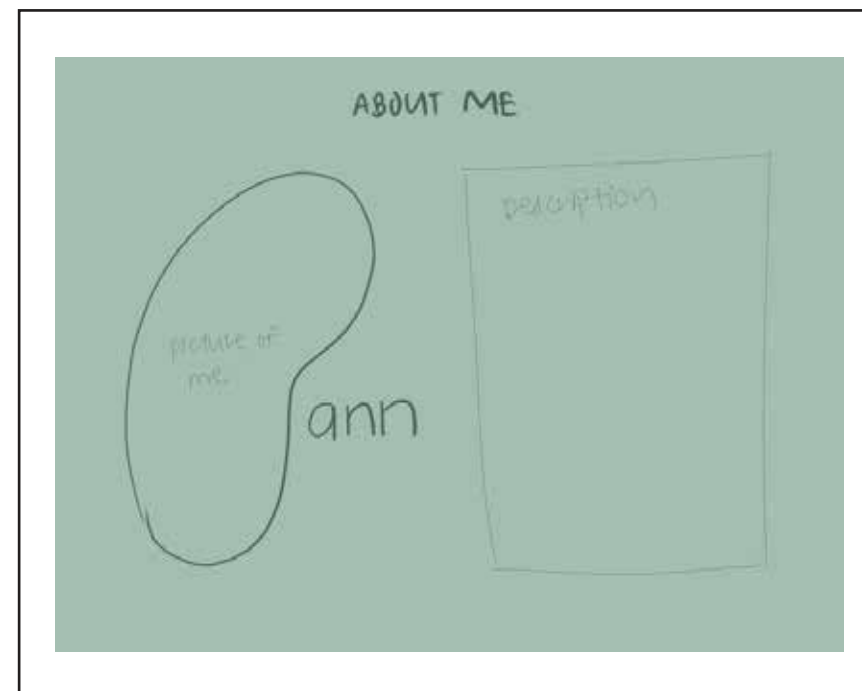


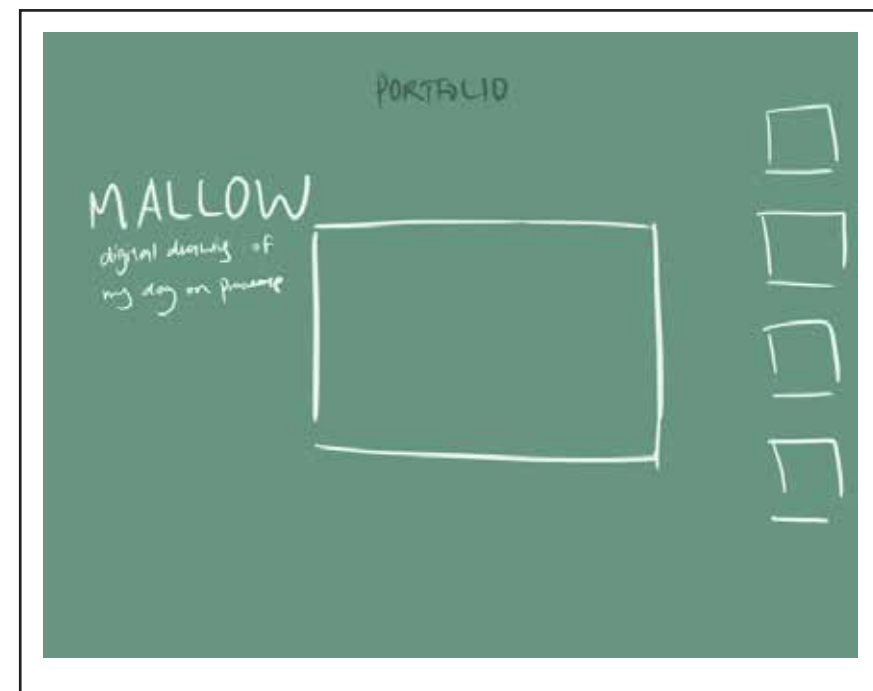
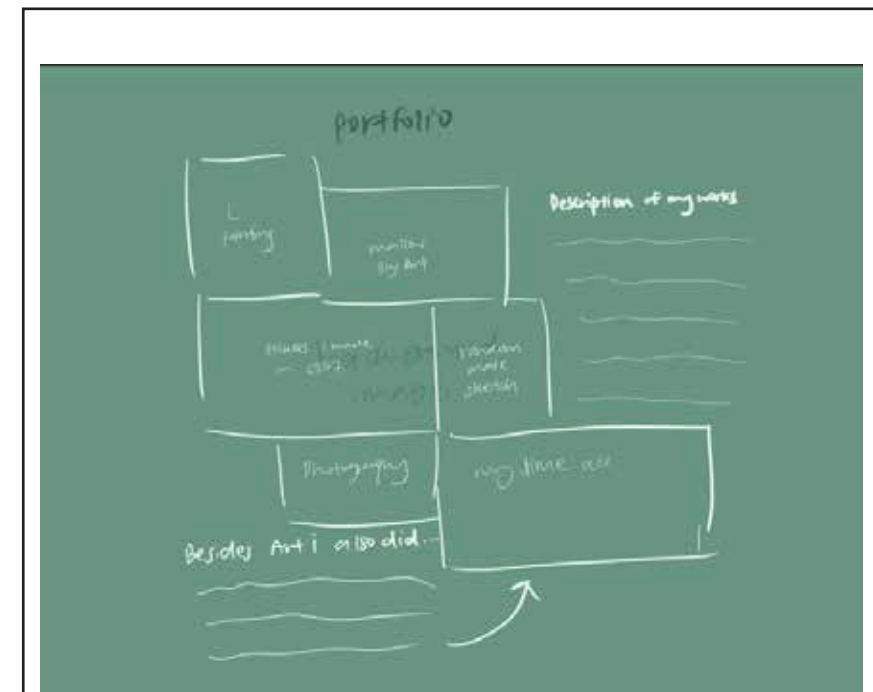
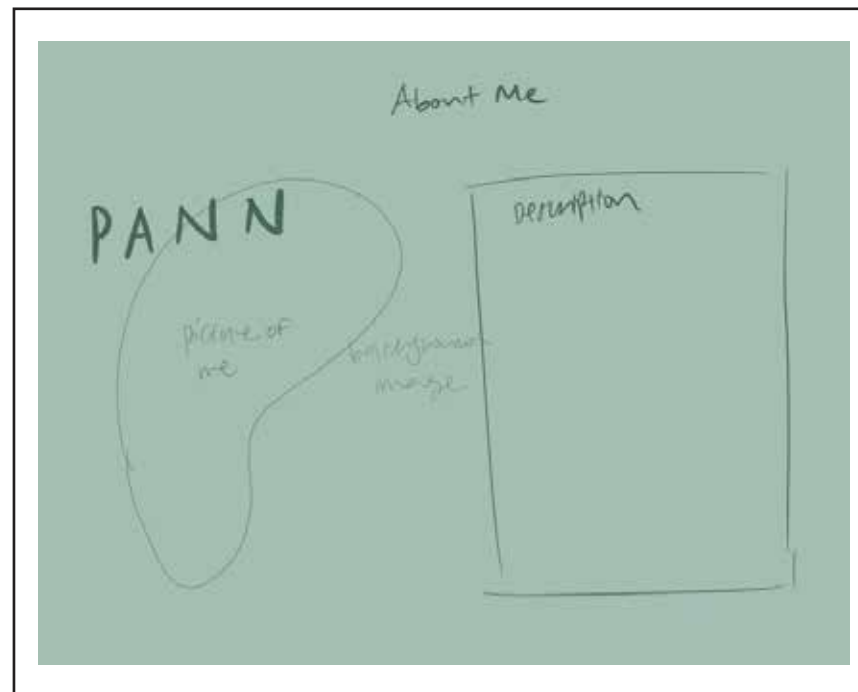
# Concept Sketches 1

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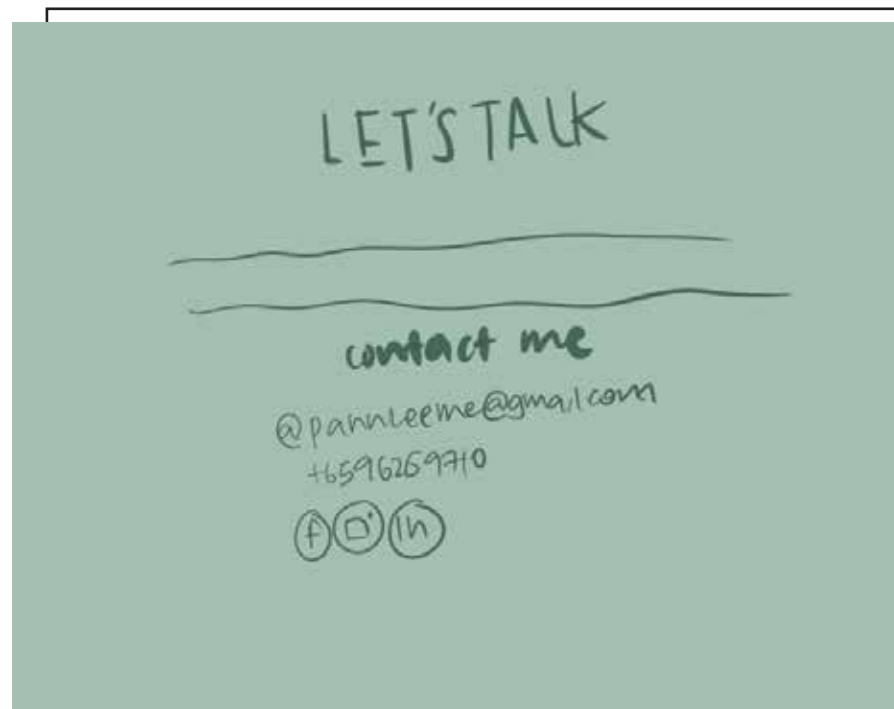
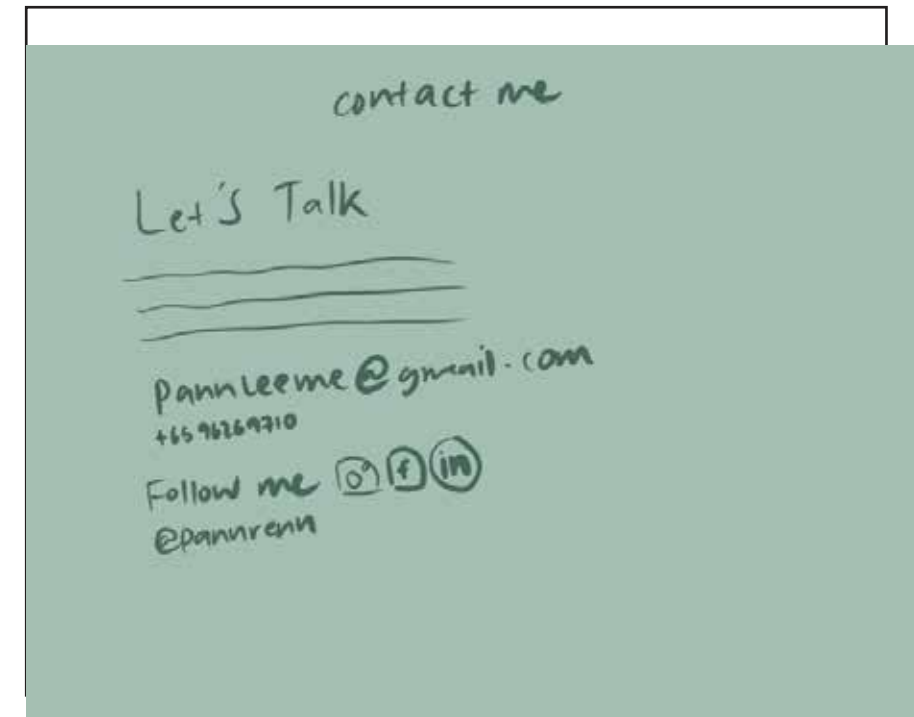
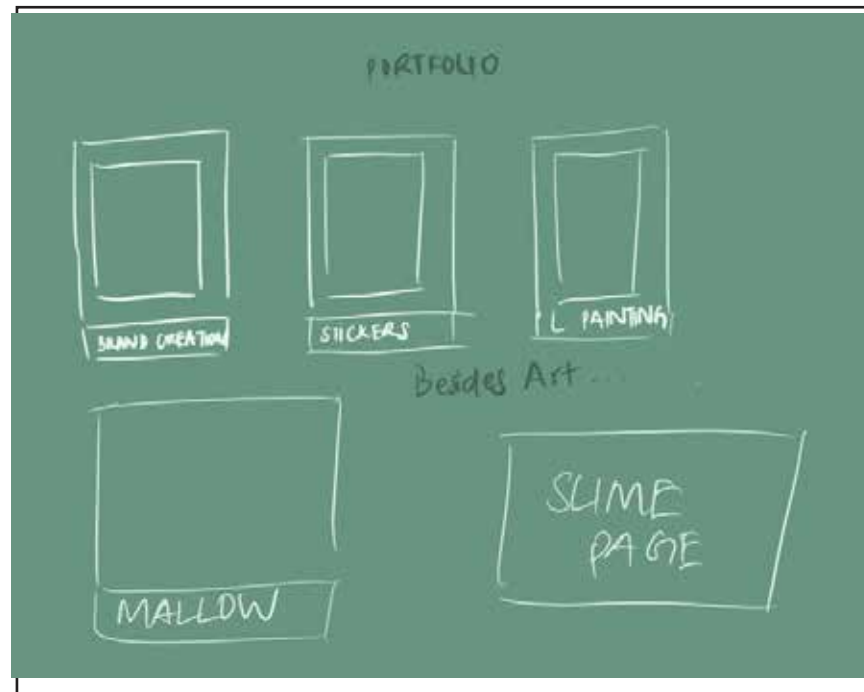


## Concept Sketches 2

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## Concept Sketches 3



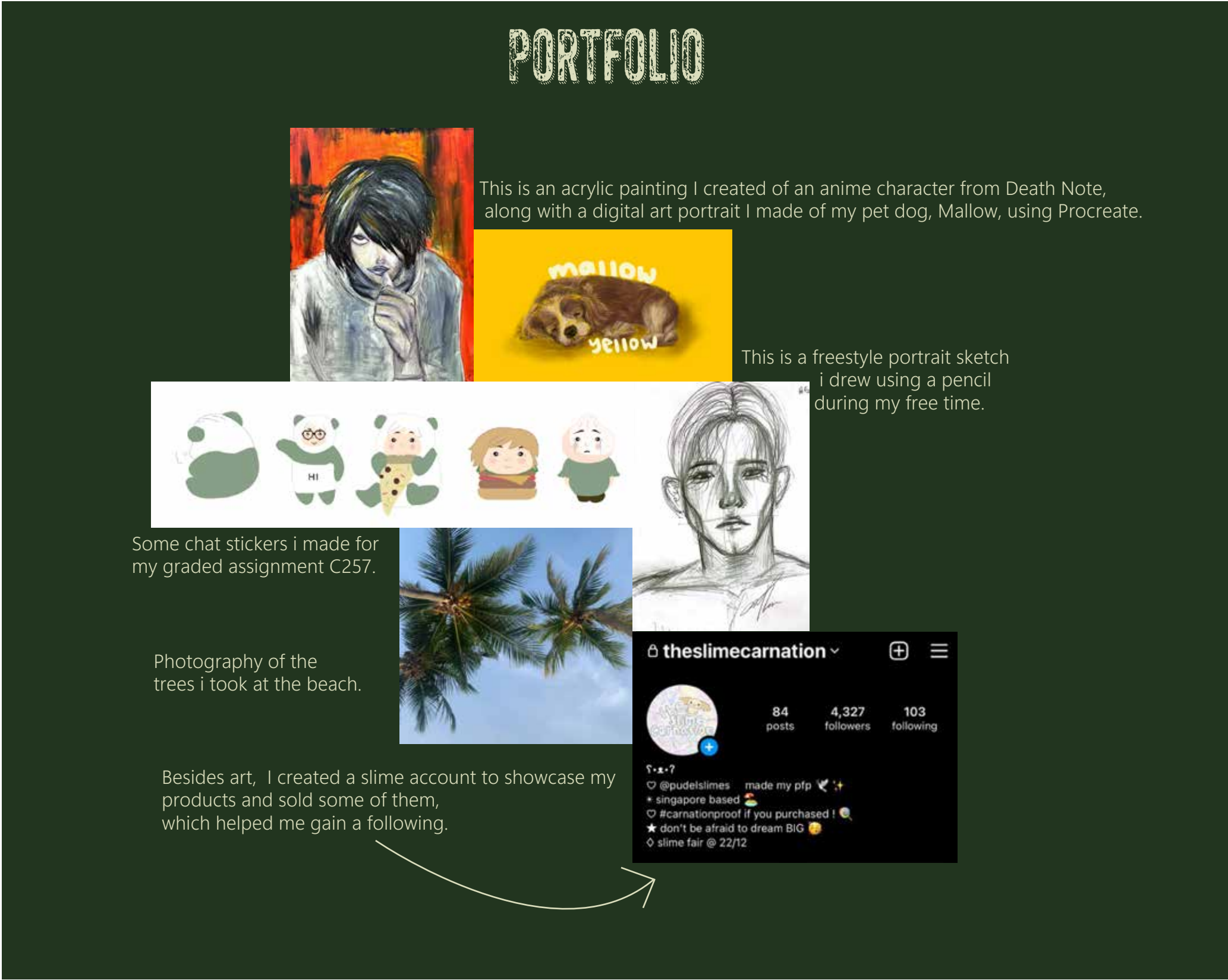
# Final Artwork (Home Page)

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RATIONALE  
The homepage features a balanced distribution of content and images, with engaging contrast between dark and light colors. Information is organized hierarchically, prioritizing key details, while a consistent color scheme and font contribute to a unified look. The effective use of white space enhances readability, making the homepage visually appealing, user-friendly, and informative.

# Final Artwork (Portfolio Page)




## RATIONALE

The portfolio page features a minimalist design focused on readability and user experience, with a contrasting forest green and pale yellow color scheme. The design is balanced, with effective contrast and clear hierarchy. The page utilizes a grid-based layout to organize the content effectively. This structure provides a sense of order and allows for easy navigation through the various projects.



# Final Artwork (About Page)

# ABOUT ME



ANN

I'm Pann Lee, a student at Republic Polytechnic.

I studied Art in secondary school, and I am currently pursuing a diploma in Digital Design and Development at Republic Polytechnic.

I am an active member of the Muay Thai interest group at the polytechnic and enjoy weightlifting in my free time, typically about three days a week.

My hobbies include weightlifting, watching K-dramas, and drawing.

My favorite animal is the panda because I find that we share similar personalities, and they are incredibly cute.

RATIONALE

Balance is acheived with a centered photo and text within the letter P, complemented by effective use of white space. High contrast between black and beige colours highlights key elements and draws attention. Consistent color scheme and typography, along with the letter P as the overall shape, unify the design. White space enhances balance and clarity, focusing the viewer on the essential elements.

# Final Artwork (Contact Page)

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LET'S TALK

If you have a project in mind or are simply interested in finding out more,  
feel free to reach out to me.

pannleeme@gmail.com

+65 96269710



RATIONALE  
The contact page features a minimalist design with ample white space and clear typography for readability. The muted green background and black text create a professional look, while vertically aligned content maintains order. The "Let's Talk" header is prominently emphasized, guiding user focus. Visual balance is achieved through centered text and even white space, with contrast ensuring readability. Consistent typography, color, and layout unify the design, which prioritizes simplicity and professionalism for an effective, user-friendly experience.