Technical Report

Design 2

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Word count

Summary: 119 | Main text: 1.080

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1. Summary

This report is about exploring the relevance of colours and textures. By giving a harmonious and inspiring look and feel, a website can communicate its purpose more effectively.

The users, human beings as they are, will be very visual creatures anyway, so colours and textures are everything into the UX context, specially in the domain of home decoration, a very sensitive topic that regards building the place where you leave, where we spend some valuable time, where we experience privacy and special moments, where we all built memories during our entire lifes.

With the current work I intend to give my technical impression on the topics of colours and textures and to explain the motivations that support my choices.

2. Body

2.1. Introduction

For this website I created only the index page to represent all the elements necessary to demonstrate what I understood about colours and textures. The texts, lectures and examples were essential to elaborate a style tile (appendix 1). After that, I started to build the prototype to thr desktop and the mobile versions (appendix 2). I have used Adobe XD to build the style tile and the prototypes.

The images as the texture were both collected from unsplash.com[1]. The images were resized using the tool FastStone. The banner and the texture tone changing were created in canva.com[2]. The fonts used is Jonathan[3], Montserrat[4] and Source Serif 4[5]. Photoshop was not used in this module assignment, as I have not yet acquired a license.

From now on, I will explain my choices and the motivations that lead me to them.

2.2. Main section of report

I imagined a logo with a flower, a lavender – specifically in a pot. I tried to draw that in 3D paint, and in canva.com, but, in canva.com I found better resources to design a better logo. I applied a retro filter on hydrangeas in a pot, which result I really liked because the colours end up being similar to that on my palette. Afterwards, I thought of the brand "Home Decor" writen in handwriting font, tiny and elegant. The slogan struck me as welcoming, affectionate and translated what the brand could provide. Finally, the logo was made out of a brand name written with Jonathan font[6] alongside a slightly yellow-orange.

I assume that decorating a house is not a simple task, based on my experiences with home decoration. In this regard, I particularly like the pastels colours: they can be combined with whatever colour do I want to and they have an elegant association to each other.

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1   unsplash.com (2022). Retrieved January 2022, from: http://www.unsplash.com
2   canva.com(2022). Retrieved January 2022, from: https://www.canva.com/
3   Jonathan Signature Font. Retrieved January 2022, from: https://ifonts.xyz/jonathan-signature-font.html
4   ULANOVSKY, Julieta et al. Montserrat Font. Retrieved January 2022, from:
     https://fonts.google.com/specimen/Montserrat?category=Sans+Serif
5   GRIEBHAMMER, Frank. Source Serif 4 font. Retrieved January 2022, from:
     https://fonts.google.com/specimen/Source+Serif+4?category=Sans+Serif
6   Jonathan Signature Font. Retrieved January 2022, from: https://ifonts.xyz/jonathan-signature-font.html

I based my palette colours on the "modern day wellness"[7], but I preferred to add some tint because I like the contrast between dark and light colours. My palette is the following:

Possible colours

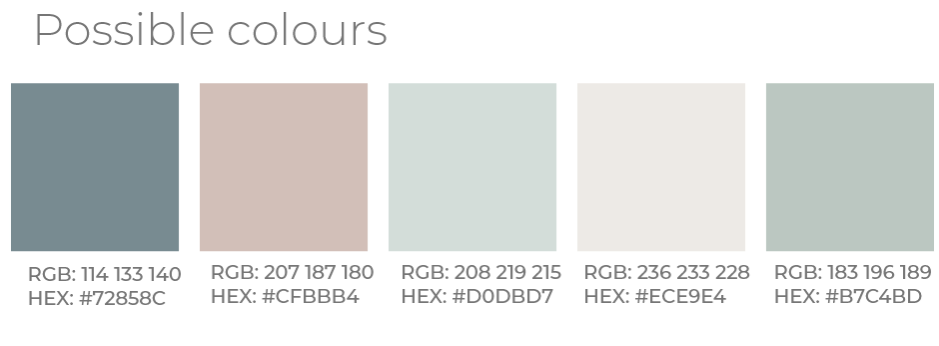|				
RGB: 114 133 140 HEX: #72858C	RGB: 207 187 180 HEX: #CFBBB4	RGB: 208 219 215 HEX: #D0DBD7	RGB: 236 233 228 HEX: #ECE9E4	RGB: 183 196 189 HEX: #B7C4BD

Figure 1: My palette used to this Module Assignment

The blue suggest calmness and peacefulness, the exact sensation I would like to feel when I am home. This colour is perfect to cushions, armchairs or curtains.

The orange "is most commonly associated with comfort, warmth, creativity, fun, youth, enthusiasm, celebration and, in website designs, this colour is also associated with affordability."[8] I would like to celebrate with my family and my friends a good meal, an unexpected gathering or a simple breakfast. The correct choice of colours is a special matter to the kitchen and to the dinning room. To this type of website, thus, colours are equaly essential, given the purpose: home decoration, something everyone can reach to some extent, so communicating affordability is a must.

The green, by its turn, plays a significant role into home decoration: A plant in a corner of the house is harmonic and inspiring. Bring some nature into home means also freshness and calmness. I like so much this colour that all my projects have this colour in the palette: for me, is difficult to think some project without green.

To the buttons I have used blue and orange, complementary colours. I made that choice because this elements expects some action from the user, just like suggested in the lesson 3. The same pair of colours is used to explain the temperature and tint in the book Design for hackers, on the figure 9-12[9], whose author emphasizes this particular combination by saying that "is so great that there is a sense of vibration where they meet"[10].

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7   ninefivebrand.com(2022). Modern day Wellness. Retrieved January 2022, from:
     https://ninefivebrand.com/modern-day-wellness/
8   pixel77.com(2022). Color psychology web design color schemes big websites. May 25, 2011. Retrieved
     January, 2022, from: https://pixel77.com/color-psychology-web-design-color-schemes-big-websites/
9   KADAVY, David. Design for hackers. Wiley, 2011. p.258.
10   KADAVY, David. Design for hackers. Wiley, 2011. p. 258

The colours of the website are compliant to a complementary scheme (appendix 3). This colour scheme can be striking, creating an active mood, but can also be too loud, creating visual tension. Because of that, I have used a slightly muted complementary colour scheme for two reasons: suggesting the pastel colours and creating a sense of balance. When I applied the colour contrast check on the browser, I came across what had already been warned in the texts: "the contrast of the colours may not be good for text." In order to fix it, I modified the colour of the texts inside the buttons, as it can be observed by comparing the prototype and the website: they do have differences of tones. Last but not least, the *navbar* of the desktop version: I modified the colour of the background in order to obtain more contrast.

The texture applied to the background is a photo fetched from unsplash.com[11]. I would like to suggest the texture of some recycled paper, whose colour combines with my palette, but in order to use it in the background of my website I applied more transparency to this image using with canva.com. I did that because the contrast between the buttons, texts and images were better after adding some more transparency.

Another feature of this texture is the subtle idea of sustainability that I also hope can reach the minds of the users. The texture potential touch impression is not as smooth as paper, but, instead, it has a roughness typical of recycled paper, just like the rustic elements of a dining room, kitchen or living room. I believe the paper texture is a font of inspiration itself, more than a white paper, because it brings me to the origins of the paper, when it was anything but white.

For a website whose theme is "Home Decor", I truly believe it is important to inspire in the possibility of bring elements from the nature to into the house, making it natural, real, decorating a home with "a touch of real cozyness to your home sweet home".

11 KIWIHUG. Digital photograph. Retrieved January 2022, from: https://unsplash.com/photos/y_2GC4EhOP4

2.3. Conclusion

On what regards communication and UX, colours and textures play a leading role. By choosing the correct combination, one can achieve the best results.

From my understanding, the approach must start at the domain: house decoration, space exploration, job search, on demand streaming – it all depends. There must be a strong connection between purpose and colours, target public and texture, etc. By that, we want to achieve a meaningful look and feel, not a merely harmonious and beautiful one.

Finally, at the same time it's not an easy task, it's very pleasant to think of colours and textures in general, at the level that it becomes a passionate discussion that goes beyond a technical requirement. Actually, there many good approaches and there is no particularly correct solution or answer. Instead, a touch of identity, given by the designer, will play a significant role in defining the final result.

3. References

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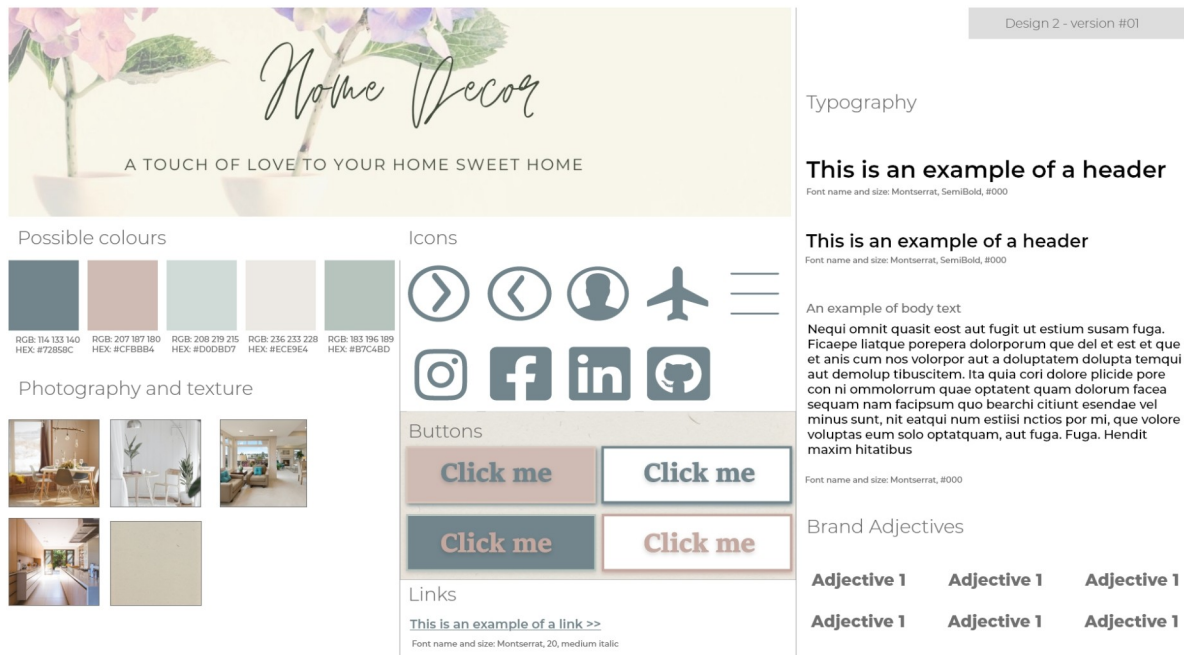# 5. Appendices

Appendix 1

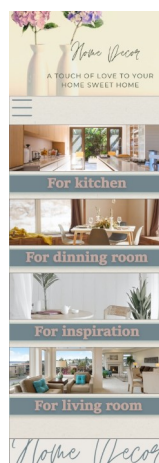

Figure 2: The Style Tile

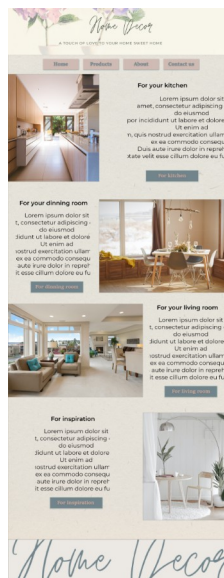## Appendix 2

Figure 3: The mobile version

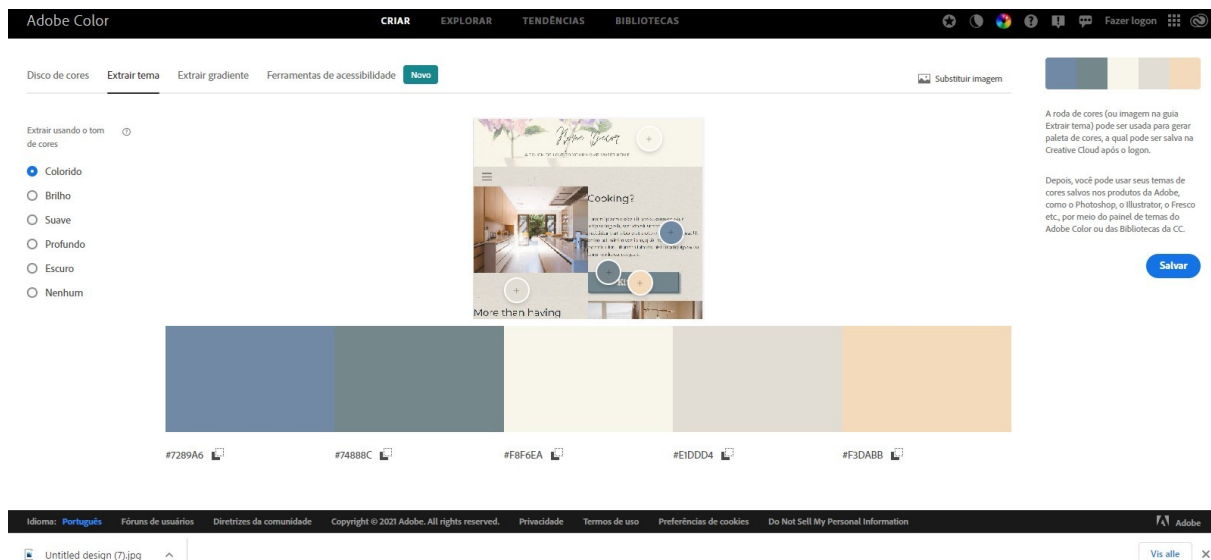*Figure 4: The desktop version*

Appendix 3

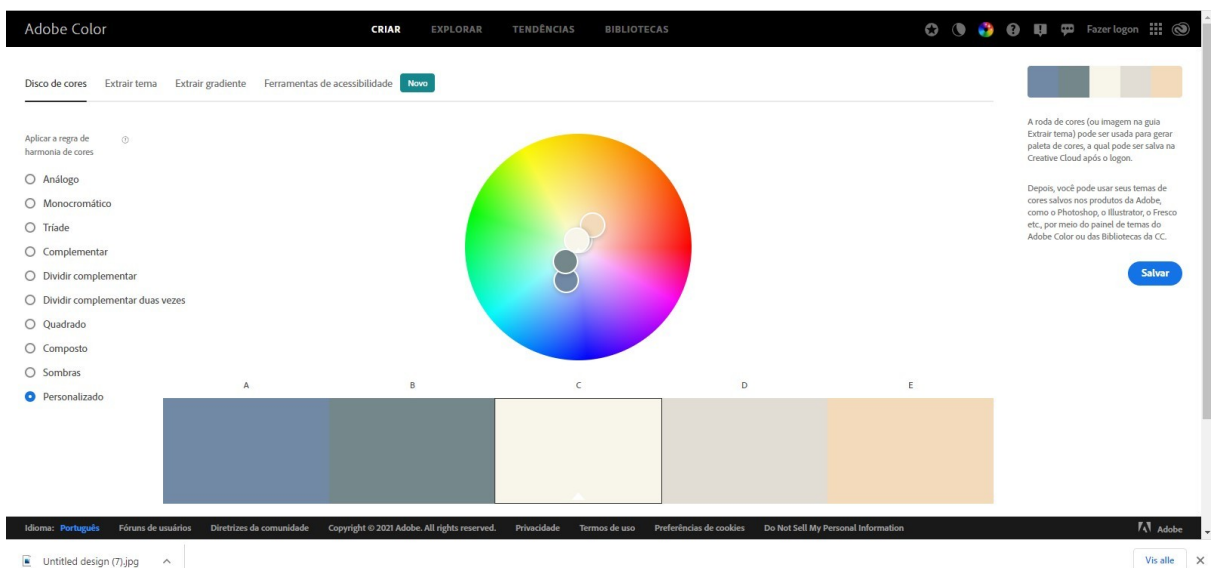*Figure 5: The scheme of the website, extracted with Adobe color*

Figure 6: The complementary scheme used in the website