Design Decisions

Color

When picking the color scheme I wanted to make sure that the colors wouldn't overpower my pages and become a distraction. I chose to have black, white, and gray as base colors. They can match every other color and are good to use as accents or on bolded letters and phrases. I then was faced with the harder decision of having to choose more vibrant colors to add life to my site. I chose tan, dark red, and navy blue as my three highlight colors. I used the red and blue as the font colors for my headings and bolded words. I used the tan color to accent darker colors and the blacks. My palette has an equal number of dark and light colors that contrasted with each other.

Typography

I wanted my font styles to be simple yet add fun to my pages. I chose Arial Rounded MT Bold for my main headings because of its thick lettering yet simple design. I then paired Arial Rounded MT Bold with Arial for the font of the body paragraphs. I chose Arial as a body font because it was simple and professional. I then spiced up my typography with my subheadings. I made them Georgia because it was a different font from the Arial fonts which added contrast to my page. The three different fonts were simple yet different enough from each other to add contrast to my site.

Images

The overall goal of my site is to show viewers not only who I am as a professional writer, but who I am as a person. I wanted my personality to jump from the pages and for my audience to get a real feel of what I'm like. So I decided to use pictures of myself, my experiences, and what I love. However, I wasn't able to get the pictures in time for the deadline of my design doc because they aren't on my laptop but on the desktop at my parent's apartment in New York. I plan on getting these over spring break when I go and visit. However, when I do add them to my design template on Photoshop I plan on making them black and white to match my simple color scheme.

Quotes

I chose to add writing quotes to my pages because they added a unique aspect to my site. I wanted my quotes be the element that differentiates my website from all the others. Each of the quotes corresponds to the subject of the page and is placed at the very top even before the heading so as to serve as an introduction for each topic. I picked out writing quotes that meant something to me to allow my audience see my personality and get a deeper feel for who I am.