**SPLATTER**

**CONCEPT**

‘SPLATTER’: why?

* Haphazard, sense of freedom, unrestricted, no rules, unlimited
* A way to incite the idea of freedom in painting/drawing
* + a painting technique

TYPE DE MERCHANDISE:

* art products
* sense of community, belonging

CLIENTEL PRINCIPAL ET SECONDAIRES CIBLES:

* established and non-established artists
* ages 21 – 35 (not for children)
* (idea to attract people of all ages into creating art)

**CHOIX ESTHETIQUES**

COLORS:

* black background – simplicity between art
  + adds more emphasis on the products, which are colorful and loud
* white text and buttons – to not take away from the colours in the images

FONTS:

* sans-serif – keep simplicity and not over-charge the page (since images take up a lot of the attention)

DISPOSITION OF TEXTS & IMAGES:

* from top to bottom – sense of a story
* header image the most imposing, centered, eyes closed, serene
  + the paints are the focus
* banner of images – people using the products, sense of community, all separate from the ‘theme’ of powdered paints
* spotlight – overall to bring attention to a single *type* of product, which could change every month.
  + Image positioned to the right to add more flow to the page
  + Layout of the entire site would theoretically change each month to match the spotlight
  + 3 main photos (header, spotlight, promo) to recall the monthly spotlight
* categories – kept this section clear and simple, easy to navigate
* band promo – last reminder of the page about the spotlighted products
  + positioned to the left to continue the flow
  + simple, direct
* advantages – small text adds a touch of humanity
* footer -