With this site, I would especially like to call attention to certain design choices that were emergent, for lack of a better term. On top of having a potential archive for Ms. Scriebus’s posts, I made sure to place a “must reads” section that highlights posts that either she or the readers will look at as the best posts. Likewise, this makes navigation much easier because the end user does not have to rely on combing through the archives to find that one post. With respect to the archive, it was mandatory for the same reason why there is a “must read” section: navigation is much easier.

With the typographical choices, I chose fonts that are not only stylish (and especially so for the headers), but those that stand out. Pacifico was close to perfect because it fit in more with not only the overall presentation, but with the possible content as well. The banner color was something I lucked into: not only was it easily done with Bootstrap, but the cooler color gives it a more relaxed tone, which would aid in engagement. Plus, there must be a happy medium between things being relaxed and others being possibly controversial, for lack of a better term.

Two other things sprung up during the design phase; one of those came up during the wireframing. First, I mentioned something about engagement in an indirect way. I covered the base of more direct forms, allowing people to share across the internet and continue whatever conversations take place. Engagement is the key: Ms. Scriebus has her own voice, her opinions, and her insight, and that could open more doors for her. The social tab will help, as well.

My original wireframe had the blog title and the signature (for lack of a better term) in the same row, but I chose to split them up because it flows a little better considering how the rest of the site is laid out.