EECS 130 HW2 Reflection

I chose the values of imagination, joy, and whimsical because they reflect the theme of a lot of the children’s stories on American Literature’s website. Short stories are designed to invoke the reader’s imagination and amuse the reader in a lighthearted manner, and the values I selected will help to that effect.

A website that inspired me was Interactive Crafts (<http://taostudiodesign.com/>), as I liked the structured tile layout of the portfolio, which could be used to give American Literature the vibe of an inviting bookshelf. Another website I liked was Once in a Lifetime (<https://www.bruegel2018.at/>), which had a playful theme with rustic art styles and cycling animations. A third website that I found interesting was a page of Gucci that allowed users to scroll to bring up various bag styles against animated backgrounds (<https://zumi.gucci.com/>).

I drew inspiration from the style guides of Salesforce and Lonely Planet. I liked Salesforce’s design principles of clarity, efficiency, and beauty, and how Salesforce’s record layouts have organized sections such as a fixed panel for a page header, main content region, and sidebar. I also liked Lonely Planet’s content cards and how they are flexible to fit the responsive grid. The simple visual aesthetic of the cards’ image and text is also appealing.

My design communicates the values through the color pallet, which includes playful and inviting colors of aquamarine, light pink, and vanilla. The orange navigation bar also forms a warm yet clear-cut contrast. For the category cards on the index page and the story cards on the children’s stories pages, the alternating background colors form a regular, soothing pattern. The font styles I chose also has a hand-written feel like that of a picture book.

I would fix the navigation bar so that when I scroll down, the navigation bar is still on the screen. I would also alter the home page and children’s stories pages so there is less blank space to the left and right.