

Analysis Document.

Sarah Elfortia - 2955199

Description of site design

Theme

Confidence, this is the centre of what I used to approach the theme of the website, each element, colour and design decision was a centred around how to bring Marilyn Monroe alive. I imagined how the era and the feel of when she was still alive and what a pop and cultural icon she was. This is seen throughout the site with bold colours and textures used subtly but with big impact. The viewer has a sense of direction and purpose. I tried to authentically bring back what I could which includes the signature which is used as the logo and the classic retro styling feel and colour.

Pallet

I used bold colour scheme and enhanced that with small visual cues and textures. The overall colour pallet is bold and dark, I wanted to show the famous lipstick colour and used that to build out on the navigation bar.

Texture

Throughout the site various textures are seen and used. The constant between them as the harmony of old and new. The footer and navigation has an over layer geometric diamond pattern, again playing on the luxurious and bold life of Monroe. Between that and background I used another texture that is identifiable with bold.

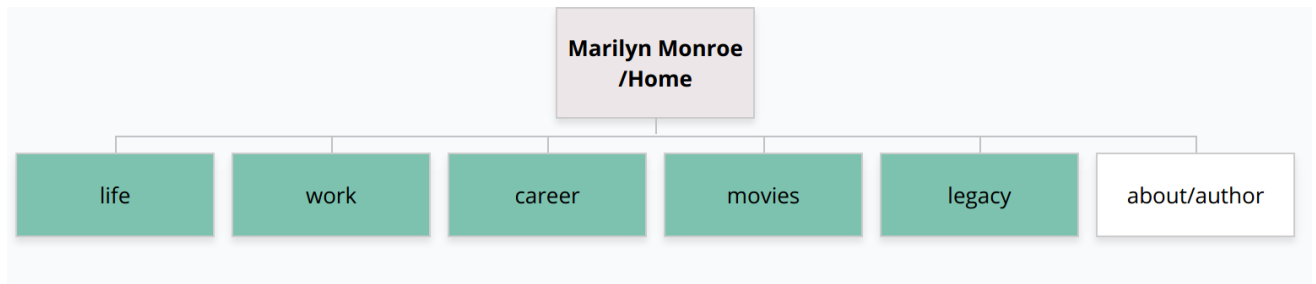
Typography

There are several different font families and styles employed to give a sense of space and clarity, the home and hero image has an overlay of a more classical font whilst the rest of the site functions on more visual and clarity, with a different font employed here. Overall this further adds to the complexity of the site yet still maintains clean and simple lines.

Design

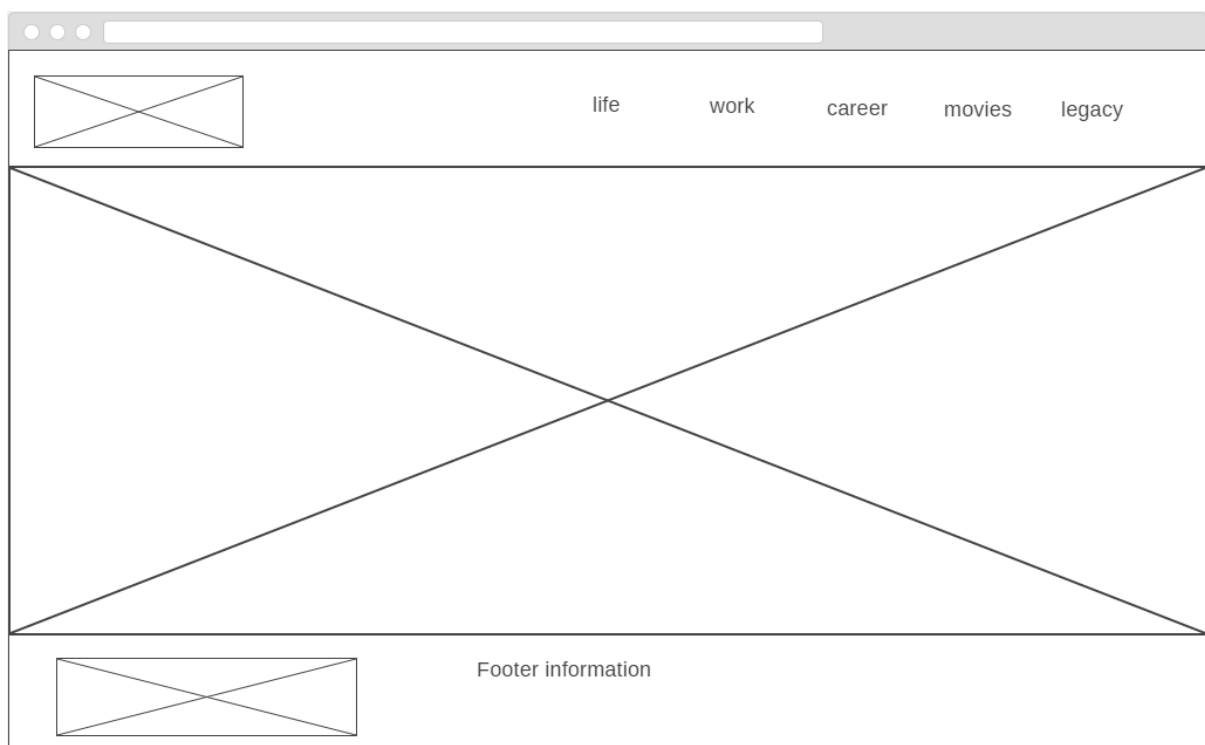
The design for this was not as straight forward as made to believe, even though the classic header body and footer can be visibly seen the layout and approach posed a challenge for me. I had to think about how best to convey the message without adding to much clutter. the design as seen as simple, clean and elegant. its multifunction and can easily be upgraded if need be.

A site-map diagram

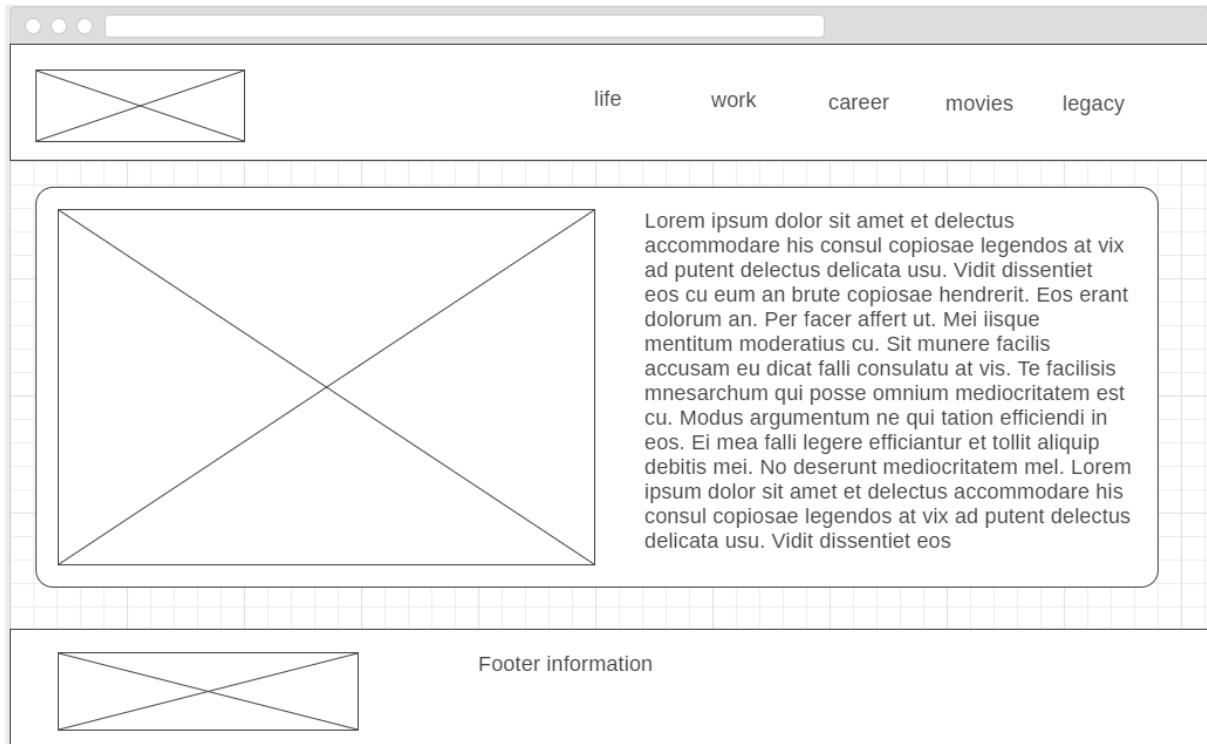


Wireframes

Home/Hero Page



Rest of pages



Research

<https://marilynmonroe.com/>

<https://www.postbox-inc.com/>

<https://health.nokia.com/us/en/>