

## **Sophie Roe - Challenge 1**

August 19 2020

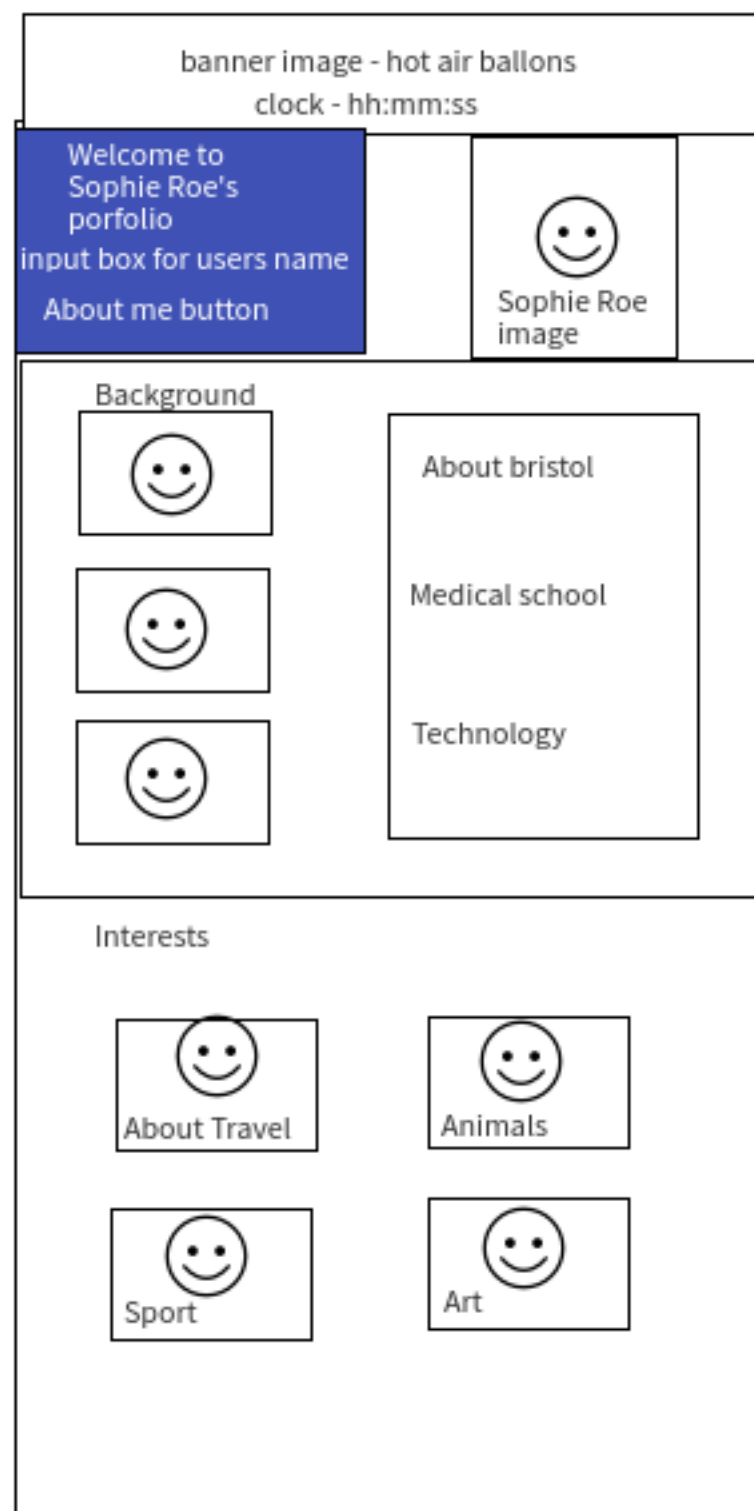
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## Mobile



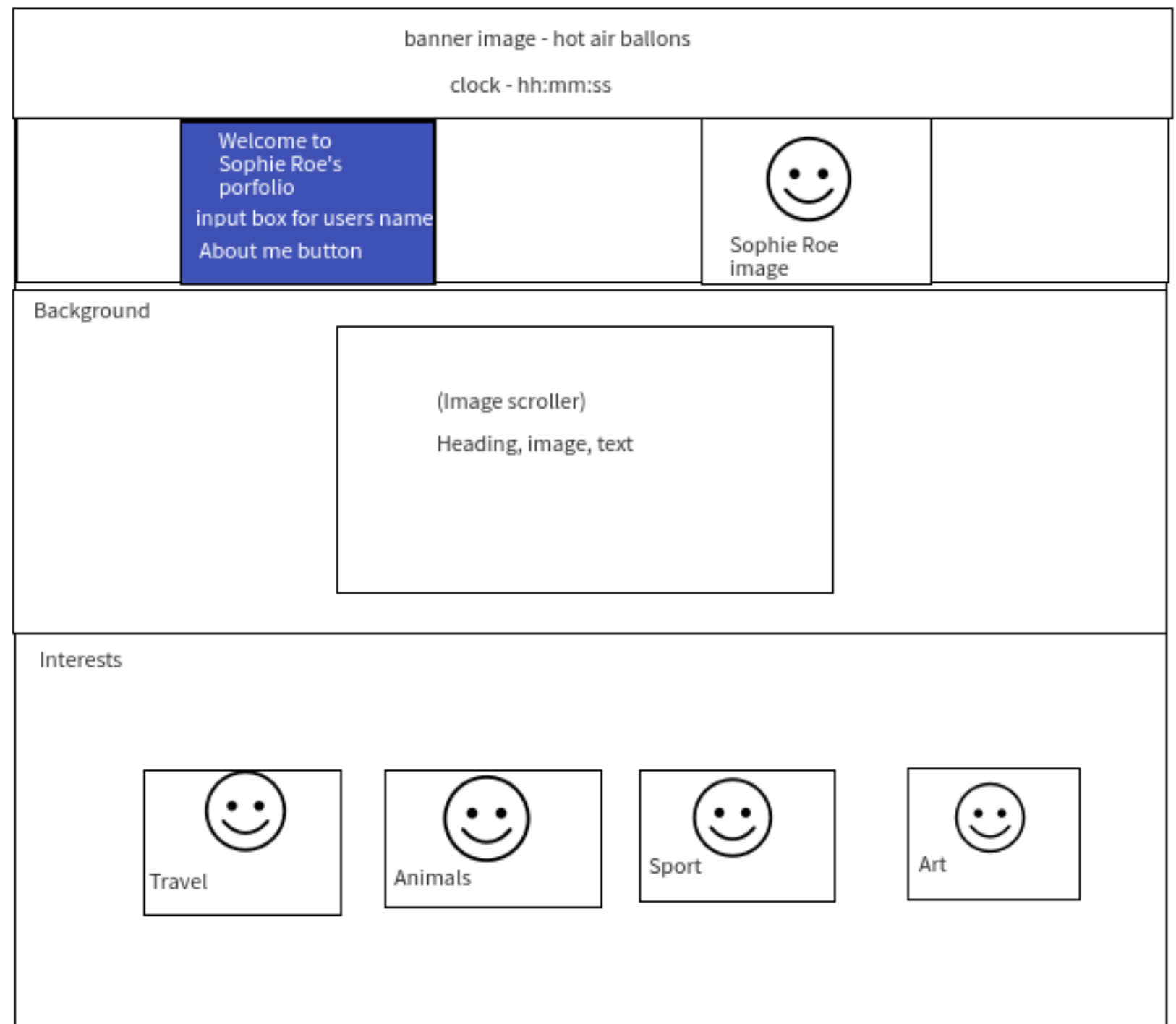
Design visual elements:

1. Colour - blue blackground theme, white text
2. Shape - grid formatting - squares
3. Texture - balloon images
4. Space - sections different shades of blue, padding to create space
5. Form - h1,h2,h3,h4 descending sizes
7. Typography - rubik regular font, curved lettering

Design principles:

1. Contrast - blue blackground, white text, green buttons
2. Hierarchy - sections, headings larger font
3. Alignment - grid system
4. Balance - photos balanced with size of text block
5. Proximity - text close to relevant images
6. Repetition - within same section of layout
7. Simplicity - mobile first design, keep similar design on desktop but enlarge elements
8. Function - javascript before finalise css and html

## Desktop



See page 2



