



KATIE FRANKE

VMD 140
Project 4 • One Page Promo
Katie Franke

KATIE FRANKE

S I T E P R O P O S A L

- Design Overview

I decided to make a Stranger Things themed site because I love the retro 80's theme of the TV series so much. In order to mimic the popular show, I had to do research on the fonts of credits, the opening type, and images straight from the series that I could edit and match to the color scheme. I want to capture the shows eerie retro halloween flick vibe. I even played the soundtrack while I worked to get me into the right mindset:)

- Layout

The layout is going to be very minimal without alot of columns and just a few menus. The bold part will be the imagery and the bold borders and headings.

- Type

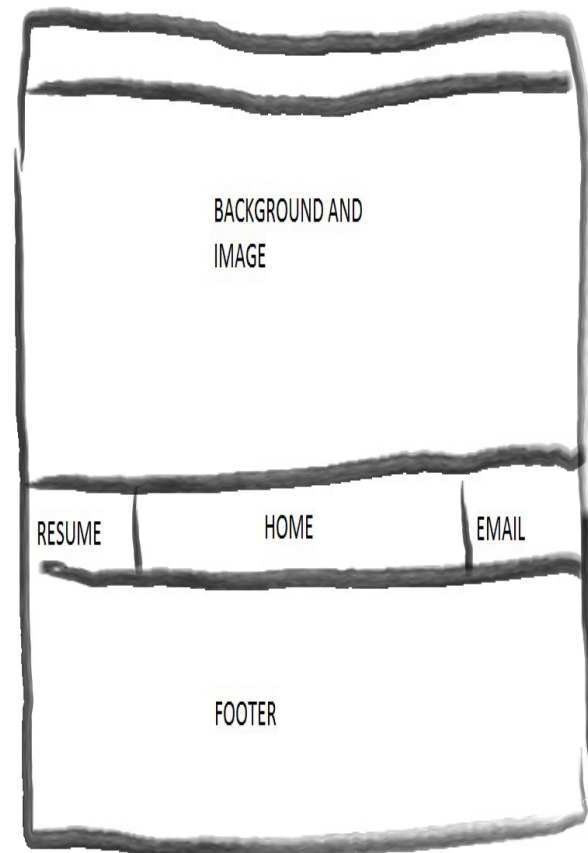
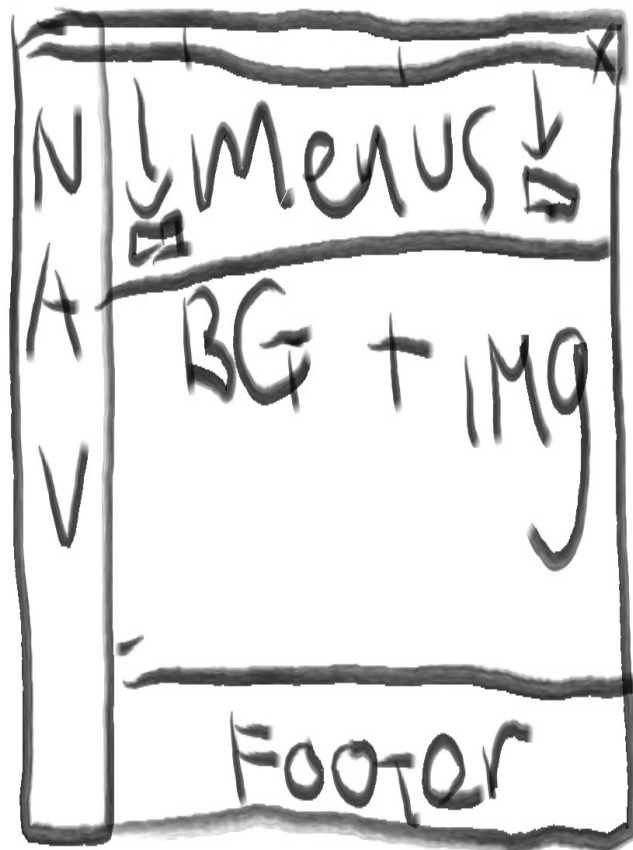
I am using variations of the types used in the credits and the title opening to the show. The body font will be Avant Garde (example of font) and the headings will be Bengiat (current font).

- Color

The goal was to make a website that was dark but also popped with bold color and light to counteract all the dark colors. I chose a Stranger Things color palette consisting of dark green, bright red, black and white for the type.

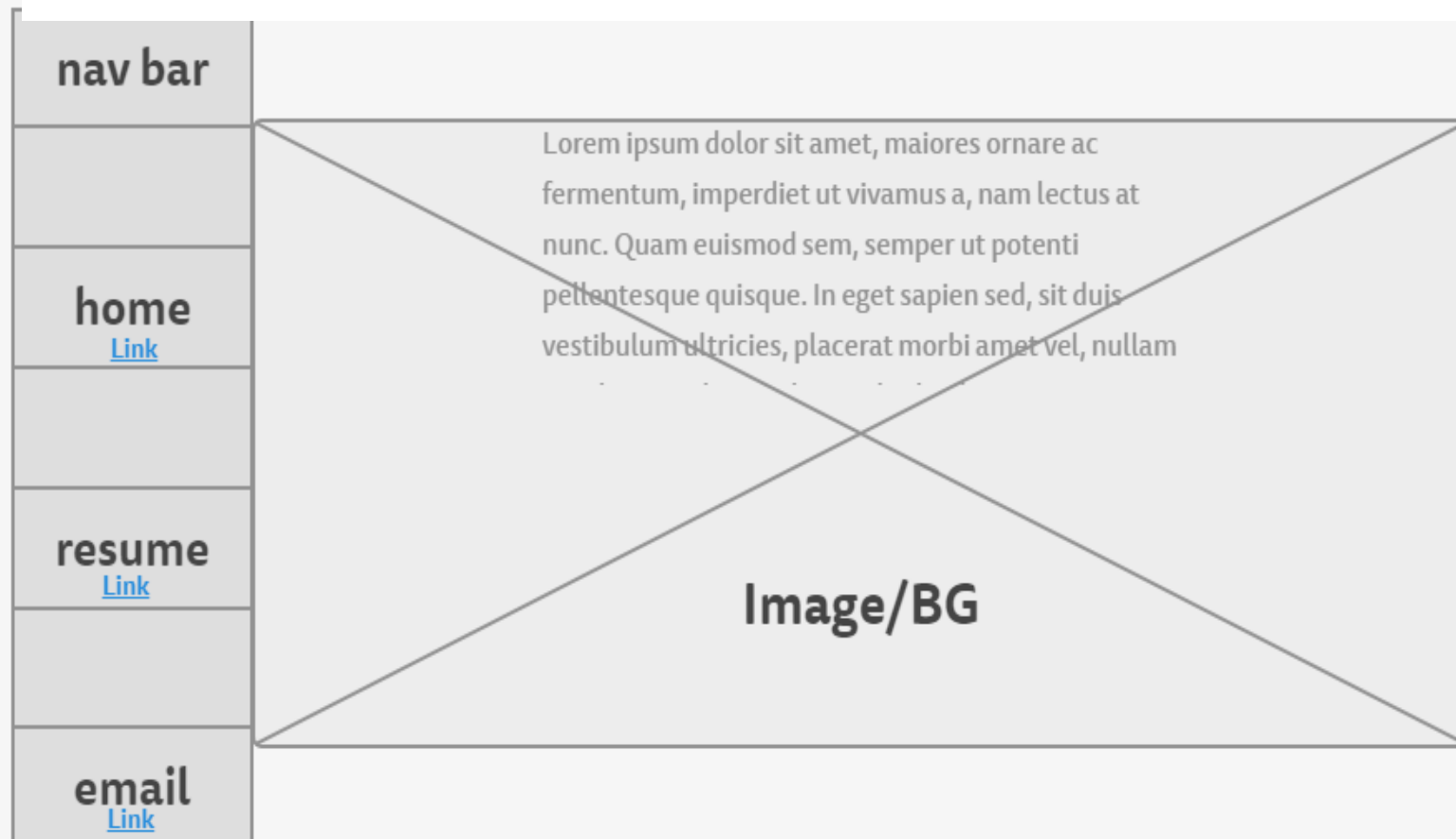
KATIE FRANKE

SKETCHES



KATIE FRANKE

W I R E F R A M E



STRANGE SITE

STYLE / INSPIRATION



Defining Adjectives

**80's, sci-fi, horror, fantasy, synthesizer, sinister, retro,
child-like, magic, cool, burning neon light**

COLORS

#073e1e

#3a5fe5

#ff1515

#000000

#1e193c

typography

Body

Display

ABCDEFGHIJKLMNOPQRSTUVWXYZ **ABCDEFGHIJKLMNOPQRSTUVWXYZ**

abcdefghijklmnopqrstuvwxyz **abcdefghijklmnopqrstuvwxyz**

1234567890!@#\$%^&*() **1234567890!@#\$%^&*()**

Home

Resume

Email

**KATIE
FRANKE**