

# MY-COLOURFUL-WORLD

Website: <https://terithedesigner.dk/My-colorful-world>

I decided to work with the **Botanical Organic style** because I thought it will work nicely with the pictures of my interest.

## Mood board



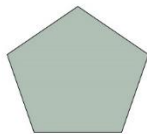
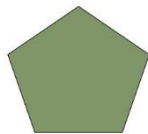
Nature

Green

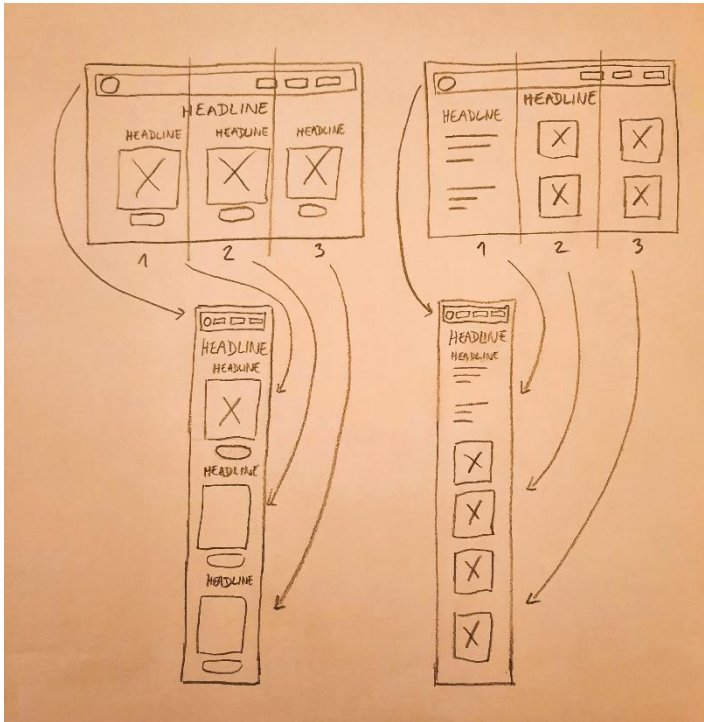
Peaceful



## BOTANICAL ORGANIC STYLE



## Wireframes



I decided to create wireframes for two devices – web and mobile.

The website view will be divided into 3 grid columns to fit the three main categories on the site.

The mobile view will have only one column grid, to make it easier to scroll and see all the content in a good quality.

The design started to break at around 510px, so I created the media query to display as triple column for screens above 500px. The three columns drop under each other in the mobile view.

The size of the main headline will also change for the web view to make it stand out more on the big screen.

## Style tile



# THIS IS AN EXAMPLE OF A HEADLINE

### Possible Colors



Hex

Hex

Hex

Hex

Hex

### Textures



### Button



Hex # 0b5839

Font name; Felix Titling

### This is a Sub head

Hex # 0b5839

Font name; Garamond

This is an example of a text

Hex # 000000

Font name; Arial

### Adjectives:

Green

Quiet

Peaceful

Simple

Natural

## XD prototype



## Gestalt laws

### Common region

The navigation pannel is a common region for all the items inside, the logo and the list items.



## WELCOME TO MY COLORFUL WORLD

Here you can see some of my work

### Similarity

The law of similarity can be seen in the items in the navigation, the headlines as well as the buttons. Each group of objects has the same colour, shape, size and it makes sense they represent the same category

### Proximity

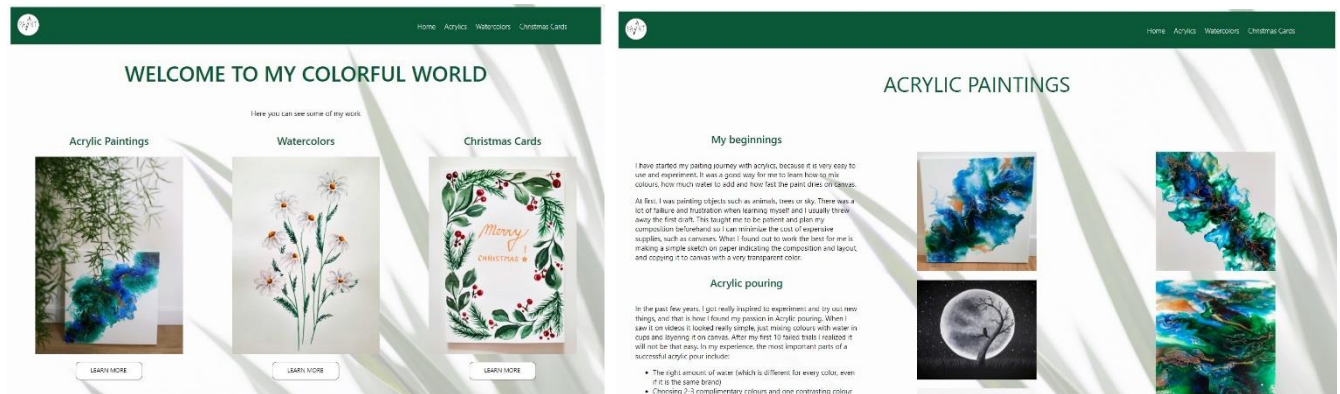
The objects are grouped together, which indicates they belong together. This includes the title, picture and the learn more button. The symetrical layout makes it easy to distinguish between the three categories.





## Composition and layout

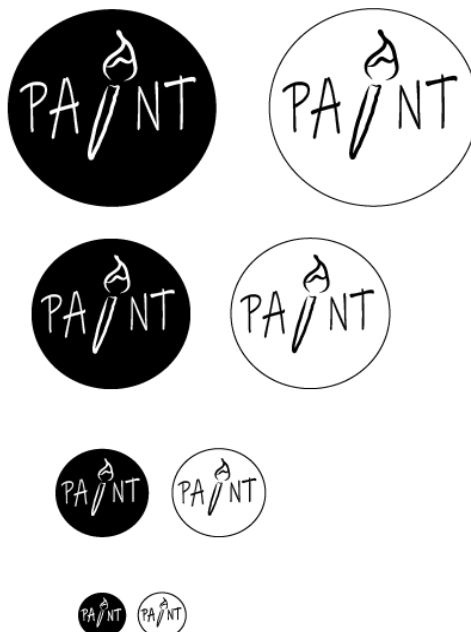
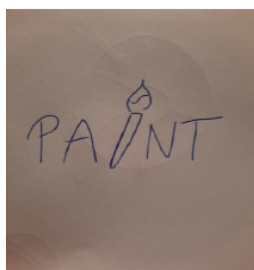
I decided to go for symmetrical layout which creates a harmony in the design and goes with the peaceful theme of the botanical organic style. The page is divided into three grid columns and on the home page, all the content is placed symmetrical in these columns except the main headline. All the other subpages have the same headline as shown on the second pictures with a text in one column and pictures in two remaining columns. A lot of white space represents the cleanliness and quiet of the style and allows the content to stand out.



## Contrast

The biggest contrast is between the dark green navigation panel and the white background. The white logo in the nav also creates a contrast in colour with the dark green, as well as in the shape, because nothing else on the page is in the shape of circle. The picture in the background creates movement on the page which contrasts with the symmetrical layout of the rest of content. It also brings contrast to the white space in the background and with its neutral colour compliments the main images. The images were chosen to be in the colours which compliment the style and theme, create enough contrast with their shape and colour but are not too loud.

## Logo



## The result of 5 Sec test

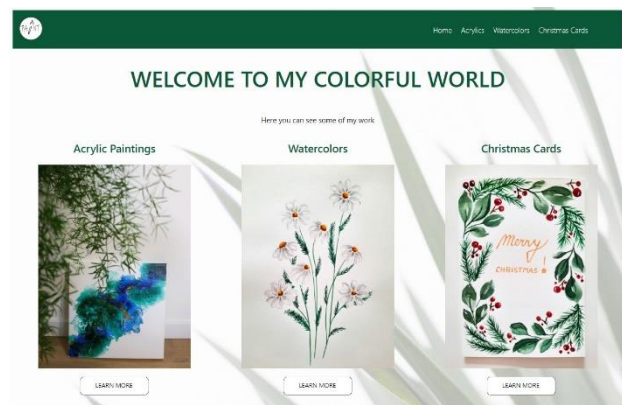


I used my mood board for this test. The mood board included the recognizable elements of the style as well as a few of the pictures of my interest. I created this mood board to see if my interest will work in the botanical organic style and did not think very much about what message I wanted to send to the audience. As one could expect, the test results showed that the message was misunderstood, and people thought that the page was only about the botanical style.

I got answers from 17 respondents for this test. Most of the people recognized the colour green, the pictures with the highest contrast and the bold title in the middle. Some of them also noticed the picture with the biggest contrast in size, which is on the right, but almost none of them noticed the paintings which were supposed to be the most important thing. I realized I will need to be much more careful about working with highly contrasting elements so the user will receive the right message of the design.

## The result of Trunk test

The page tested was my homepage on website. There we in total 6 people participating in the test. 2 people used their phone to look at the website and 4 people viewed the site on my laptop independently and did not hear the others answer my questions. I decided to use the help of people in my Danish class for this test, because they are a good representative sample of people from different countries, education backgrounds, age and PC experience.



Because it is a very simple page with only a few elements, it was not very hard for them to navigate on the page and know, which site they are on. Most of them noticed the Welcome headline which indicates they are on a homepage. They were also right to say that the page has three main categories, where they can get to by pressing the button under pictures or clicking the title in the navigation panel. Overall, there were no errors identified but I know this test will be more useful for more complicated websites.

## Summary of Log entries

### 21. February {Monday}

Today we learned about layout and composition, and we looked at examples of websites with high complexity and low complexity as well as different styles and types of symmetry/ asymmetry.

We were also introduced to the final assignment in the theme Basic Web. It looks challenging but I try to keep calm because we have two weeks to finish it and I already have some basic knowledge. It looks like it is going to be focused a lot on the style that we choose and how to incorporate our interest into the style.

I have decided to go with the Botanical- Organic Design because I like it the most and I think it will go well with my interest of painting. After I did research and found a few websites with similar style, it was relatively easy to come up with a few keywords which describe the design. Then I searched for pictures which I thought fitted to the theme and used a colour picker to set a colour theme.

I was very excited to learn more about mood boards and I managed to make my own. I decided to do it in Photoshop since I do not have any experience in it, and I need to learn how to work with it.

### 22. February {Tuesday}

We added a new image format to my little box of knowledge – svg {scalable vector graphics}. We learned how to work with the format and how to add it to the code. I will consider using this format of images for any illustration because it will be scaled very easily without showing any pixelation. Gullan showed us how to navigate in Illustrator and create our own simple button which I just had to try right away. I want to use a simple design of buttons on my website since I plan to use picture as a background and do not want it to look crowded. It was relatively easy, and I used my chosen fonts for the text.

I thought about the layout for the website and sketched a few different wireframes on paper. I considered two different screen sizes / PC/ mobile / to fit the content properly. I want to work with 1 and 3 column websites and try to make it simple, but pretty. I feel a little more confident after working on the previous assignments and I know I can do it.

### 23. February {Wednesday}

I worked on the mood board and included my interest pictures. Since I will write about my paintings, I first needed to take pictures that would look nice on the website and pick the ones that would go with the theme and style. I needed to adjust the brightness and contrast in Lightroom because the raw pictures looked a little dark. I really like to use the Lightroom for pictures on my phone since it is the only Adobe product, I am familiar with, and it saves a lot of time. I also worked on the Style Tile and tried to decide on how different textures will work with the pictures.

### 24. February {Thursday}

Flexbox seems a little less complicated than grid, but also less complex. I understand the need to learn them both, because in some situations, flexbox has an easier solution to the problem. The important thing is to realize where the main axis is, where is the cross axis and which direction I am working in. A very useful tip was to define the values at the beginning of css with :root {--}, which we will use throughout the code so it is not necessary to write them for each tag separately, for example the font-family or font-size.

Another useful tool we learned today was a 5 second test. We all got to create our own test here <https://usabilityhub.com/> and realized how important it is to take customer's perception into account at the early stage of developing a design. I used the mood board which included my interest and because of the test, I found out that my design sent a wrong message. It really helps to realize where the mistake is and how to correct it.

### 25. February {Friday}

It was time to learn about <meta> tags. I think it is important to know the tags because they set necessary information for the browsers and that is something I do not want to mess up. I have a few pages of notes in my notebook, for when I need to look at them again, which I am sure will be soon. We also browsed through <https://developer.mozilla.org/> and searched for different tags that we know and don't know to read about their correct use.

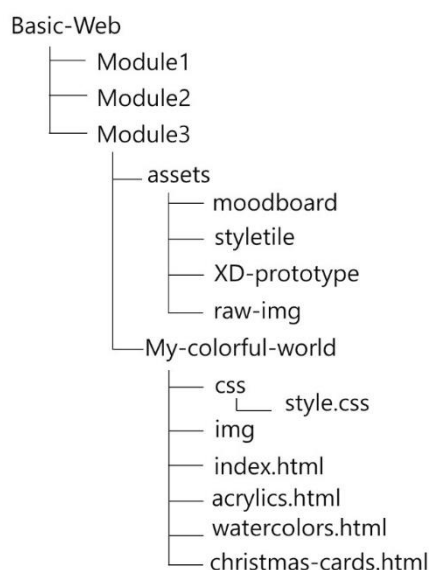
It was very nice that Keld took this time to introduce us to this website so that we will not get intimidated when we need to search for information by ourselves. It shows how much the teachers care for us and want to help us succeed in this programme.

### 28. February {Monday}

Today was all about Illustrator and Responsive web design. My only experience with Illustrator was a few days ago when I made the button for a website which I made very simple, so I was happy to learn more. Gullan prepared a few great exercises which we did almost all day and really helped me to see what Illustrator does and how I can use it for different things.

Responsive web design really makes sense, and it looks easy in theory, but it is hard for me in practice. I decided to work with my website 'mobile first' and I am very happy I did because it will be much easier to set media queries for larger screens. The three key components of responsive web design are Flexible grids, Flexible images, and Media queries.

### My folder structure



Throughout the project I maintained a good structure of my files and folders, and it was always easy to find what I needed.

I worked with many pictures, and it made sense for me to have a file with their raw form so I could edit them how I needed later. I found myself going back to a few images multiple times because they did not fit the layout and I had to resize them a few times.

### 1. March {Tuesday}

We continued with Illustrator tutorials and exercises, and I really appreciate all the help for beginners. At the end of the day, I was able to create my own logo in positive and negative based on my sketch, which I am super happy about. We also tried the Trunk test and talked about how it can help the users to navigate on our website. Since none of our websites is very complicated, we could not implement all the questions but it nice to know for our future projects.

### 3. March {Thursday}

I worked on coding my website for most of the day yesterday and today and it was nice to get help from Brian and Keld in the class. I could not figure out how to work with the svg logo and svg buttons, because they took up the entire space of the page. At first, I tried to give them a **max width in px** so they would not get bigger than that, but it was not an ideal solution because it is not a responsive size. Also, when we changed dimensions of my flex navigation bar, the image with logo disappeared. Keld explained to me that when a picture has a max width, it is allowing the picture to also have a width of 0. That is why it is better to set a **width in %**, which works very well for my design.

### 4. March {Friday}

I would be happy to finish everything today, but it just was not possible. I am still missing the results of my Trunk test and I already know I will not be able to implement the relevant changes to my site based on the results on time. I tried to finish my website based on the planned design from my XD, and I am happy with how it turned out. I also validated my htmls and css and corrected the warnings and errors. It is very useful to **validate** because it is easy to forget some small things, for example, I forgot to write alt description to all my images. I was in rush to place them in html so I can play with the layout, and I said I will do it later, but I forgot. At the end, I also changed the original Typography which was planned in my mood board and style tile, I thought the final one was more simple and complimented well with the overall theme.