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Design & Identity

My plan in this project is to make a website that parents can access for finding books relating to a subject they want to address to their child, such as “Fears and anxiety”, “death”, or “achievements”. The website will have buttons with the main subjects listed, that when clicked lead to refined topics. Upon clicking these, the user will obtain a list of books on the subject, that will each list the title, a brief description, a rating, an age group, and where to find it online or at your local library. To find a local library, the link will direct to a website that finds them based on Zip code or city.

1. The color palette will be #0bcbbb and #593800. The brown and teal will have a calming effect perfect for stressed out parents, and the colors pair well together.
2. The identity is the title (title pending) with a upside down book forming the “A”. The other huge part of this identity is a cartoon anthropomorphic Spotted Hyena. This mascot will be present on most pages and on the buttons as a guide. I feel an illustrated character would be a great element, as this site is about picture books, and having a picture book esque character adds a familiar feature that makes the site unique.
3. I will use a 12 grid layout for this website.
4. my current typeface is gill sans and news gothic MT. Gill sans is used the most.