Module 6 Rationale

Module 6 had us creating color palettes, type cards and design comps.
This document will explain why I chose the design aspects that I did for my website.

Color Palette

The color palette I came up with and used in the design comps includes a dark teal, a light deal, a light grey, and a very dark navy that's almost black. I chose the teals because it is a calming, tranquil color. Teal is also known as an opener of communication, which is the whole point of my portfolio website. The lighter teal then just accents the darker one, and the grey and black are neutral compliments to the brighter teals.

Typecard

I used two different fonts on my typecard, one with a few variations. For the headings, I used a Google-Font called Pacifico. It's a cursive font, pretty bold, and flowing. It grabs the viewer's attention, as it is much different than the moderate sans-serif font of the rest of the page. The body and subheads of the page are in a font called Open Sans Condensed, which is clean, sans-serif font that is easy to read, just more interesting than something like Times New Roman.

Design Comps

Though there are a few variations between the design comp pages, they all have most of the same elements. On the top is a header, that uses the color scheme and is an interesting graphic that contains my name. This is not only visually appealing but informs the viewer whose site they are on. The picture of me on the landing page is there to let viewers visual what I look like in real life while they are looking at my work. I used samples from current PW student's portfolio websites as inspiration for mine.