



Yani Velasco

Multimedia Design

Venice in Memphis Design

Concept

I had no doubts when choosing the theme and style of the website, I found the perfect match. The task was proposed right in the week when I had a trip scheduled to Venice, one of the most wonderful places in the world and where I had wanted to visit since I was a child.

It's a perfect combination because Memphis design originated in Italy and also because Venice is a colourful and vibrant city, just like Memphis. With other great traditions that also recall the chosen style, such as the famous sculptures made with Murano glass and also one of the most expressive parties in Europe, Carnival. A tradition that I have lived intensely, since I am Brazilian and Carnival is also one of our most valuable traditions.

And I'm a big fan of Bob Dylan too, who in his music "Stuck Inside of Mobile with the Memphis Blues Again" served as an inspiration for the designer Ettore Sottsass to create the name.

Moodboard

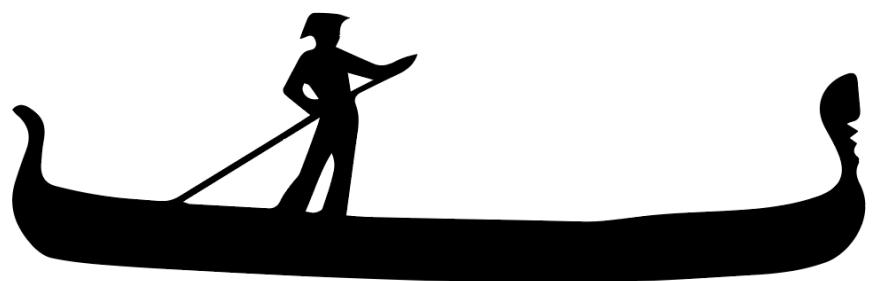
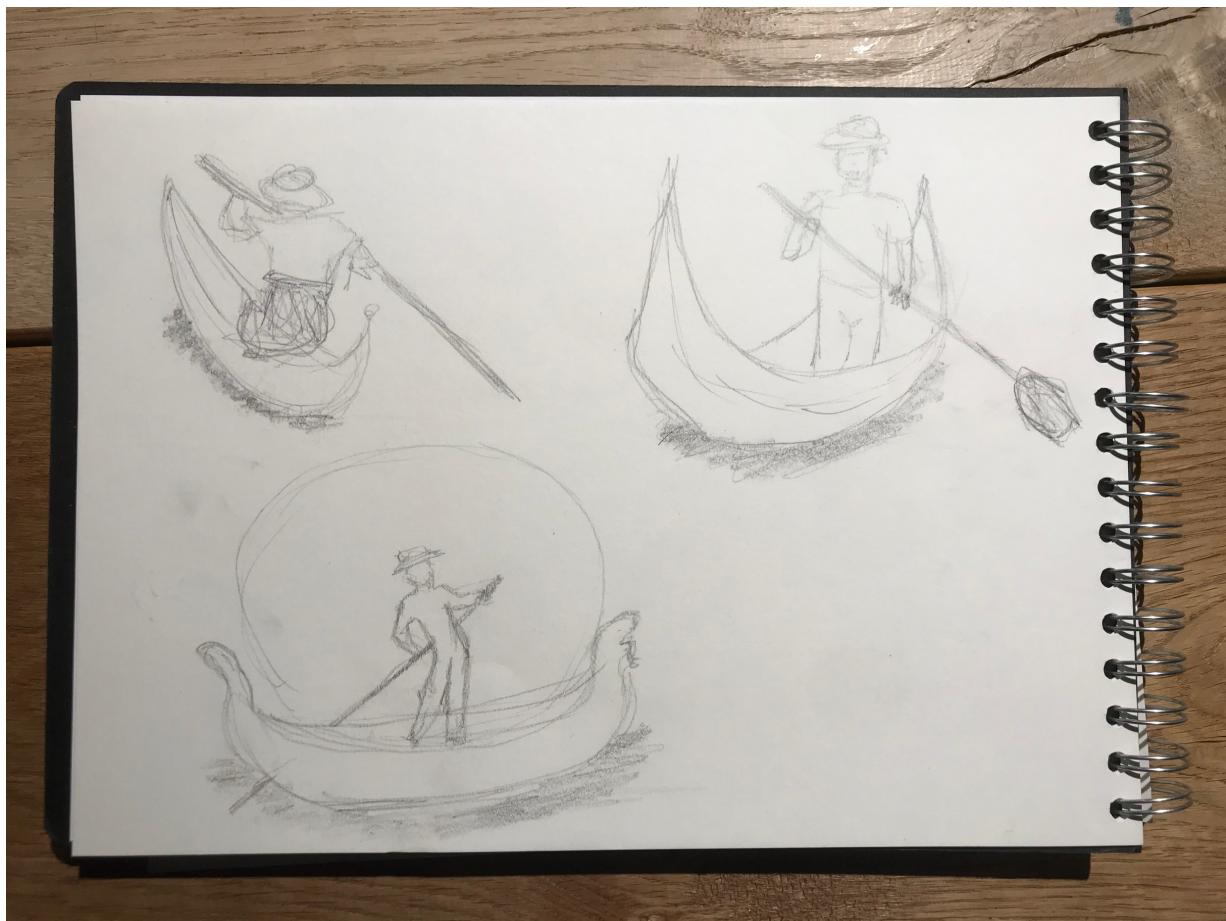
I composed a mix of scattered and brightly coloured shapes, abstract lines, and polka dots as a background in a two-dimensional way, which gave them a playful and even a childlike feel.



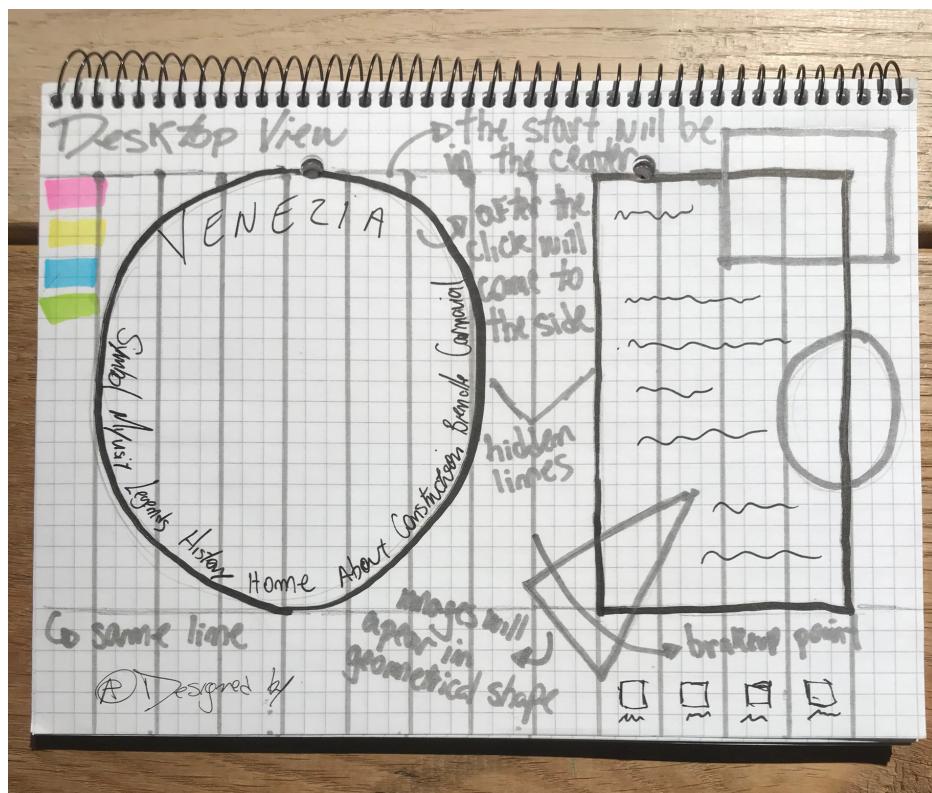
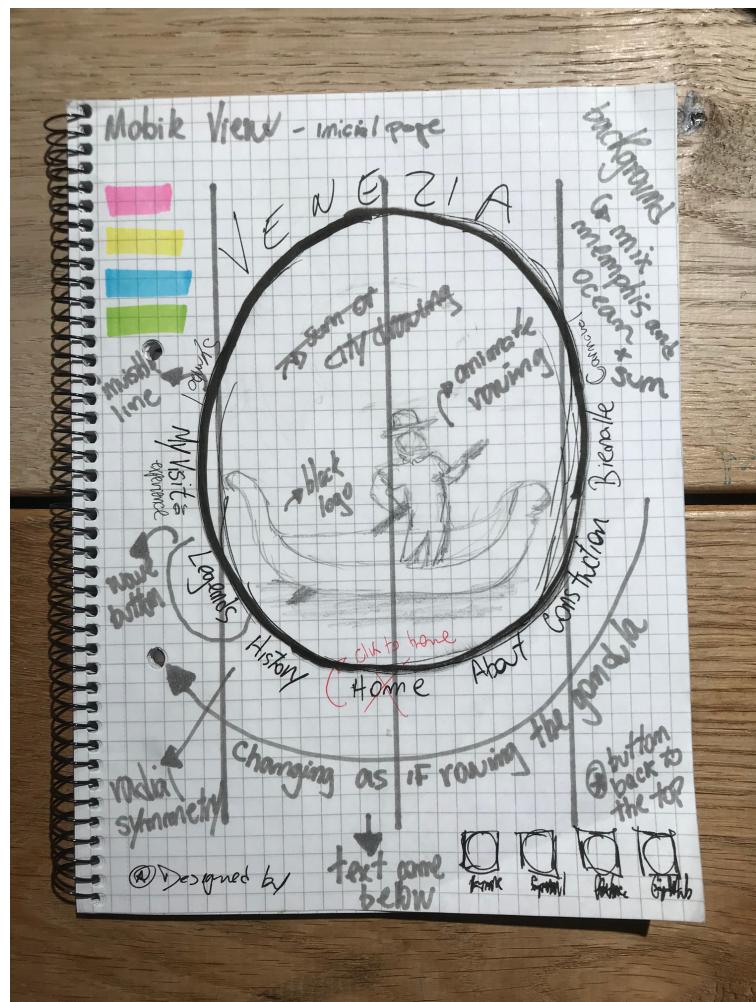
Typography



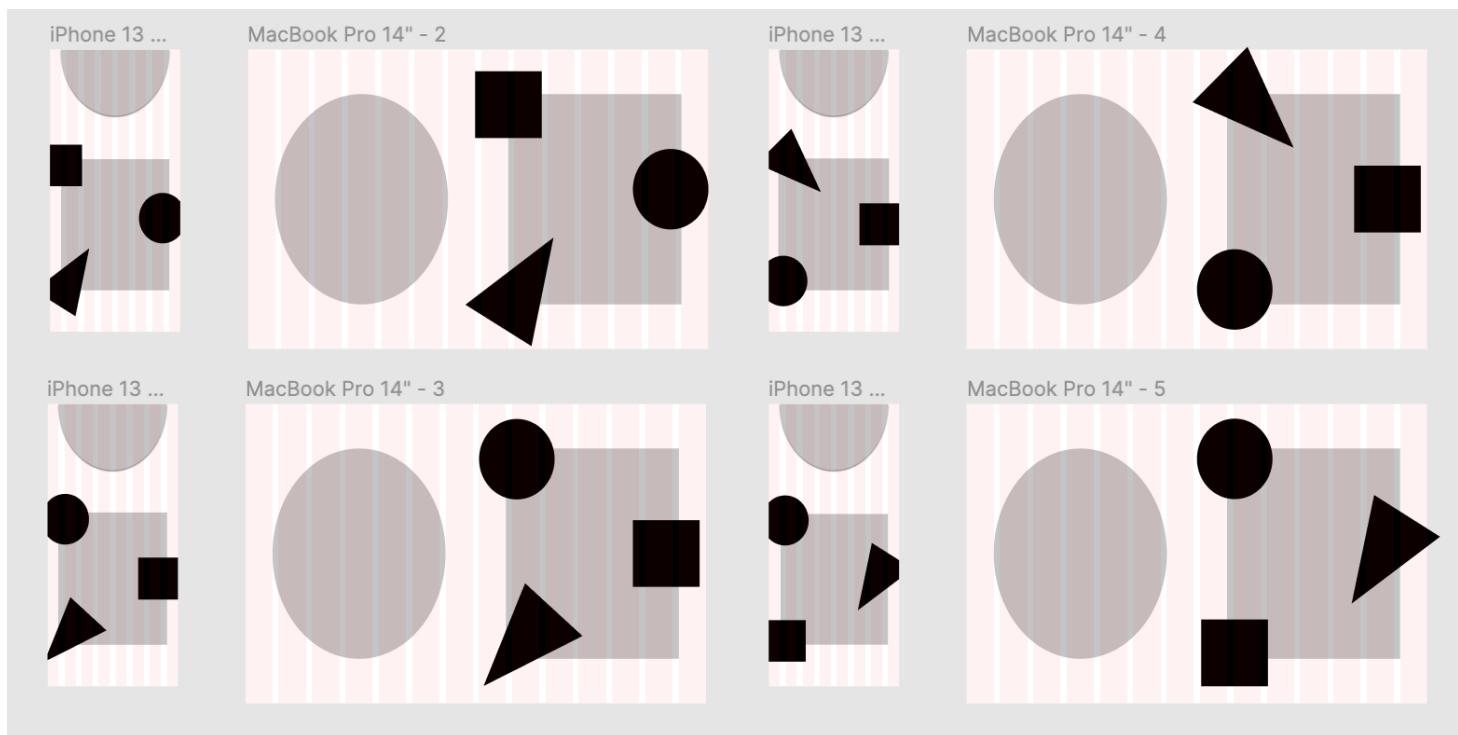
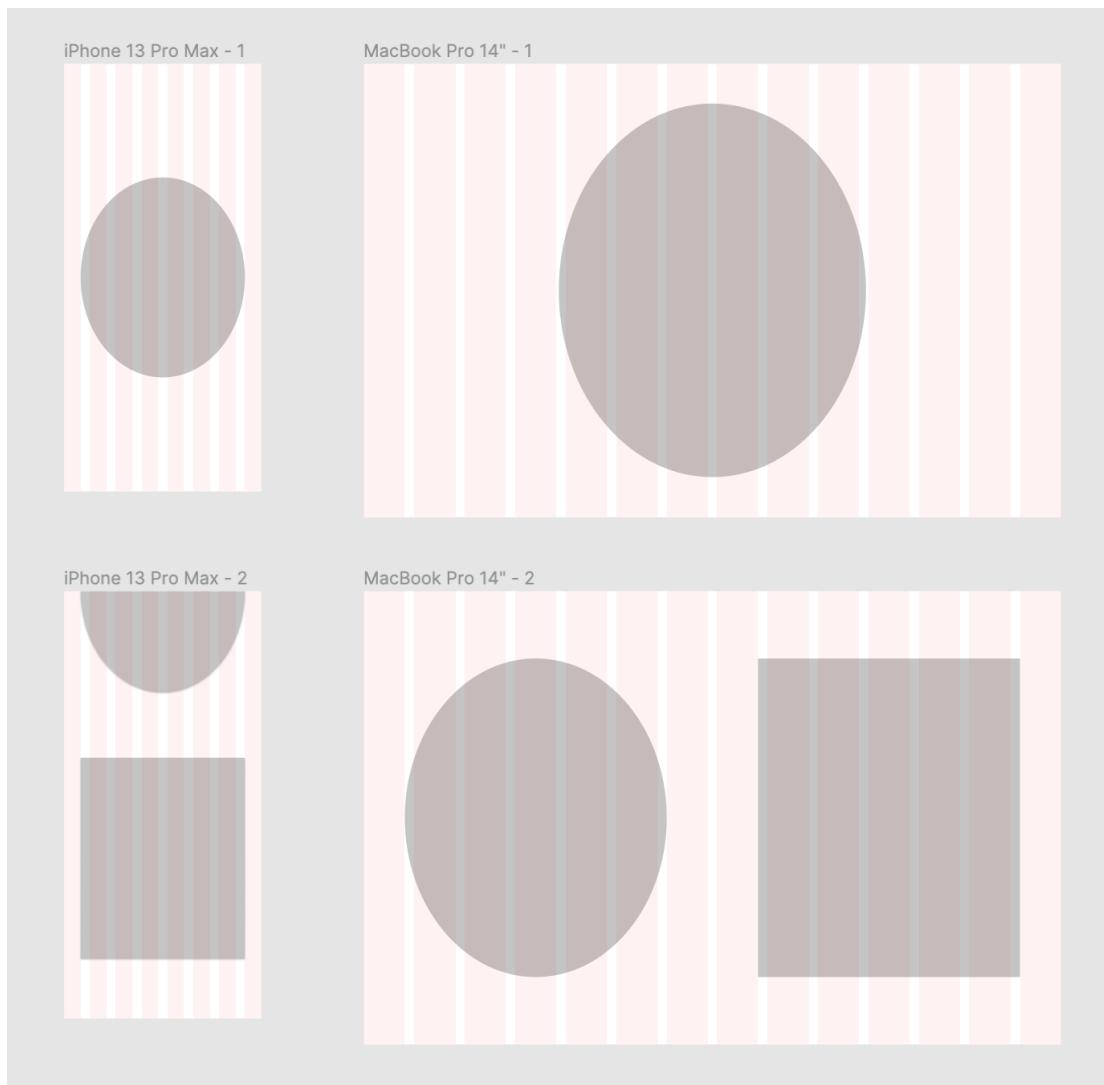
Logo



Wireframes



Figma Prototype



WEEK 8

Monday

On Monday we started our last assignment in basic web. Starting the week with the Moodboard composition and some Photoshop exercises.

Tuesday

Important Styletile characteristics, such as Colours, Typography, Texture, Logo and Buttons .

Wednesday

Start to do some logo and typo drawings for the website.

Thursday

We finally switch grid to flexbox, a much better and easy way to organize the layout of the website.

Friday

Meta tags e Media queries day. All to facilitate the construction of a good responsive website.



WEEK 9

Monday

First Illustrator class. Great tools to development the logo and transform the drawing and concept in svg.

Tuesday

More tools in Illustrator and the introduction of the trunk test. A funny way to test your moodboard.

Wednesday

Started to think with some drawings the layout and structure for the responsive website.

Thursday

All the content necessary for the development of the website has already been given. Thursday was just to clear up doubts and work together to build the website.

Friday

Last day and time to take out the last questions. With grateful help from the teachers. Now it's time to code and try to put everything together.

```
# style.css > 46 .body
47 {
48   .body {
49     border: 1px solid #e0e0e0;
50     padding: 10px;
51     margin: top 25px;
52     font-family: 'Gill Sans', 'Gill Sans MT', calibri, 'Trebuchet MS', sans-serif;
53     counter-reset: item;
54     text-align: justify;
55     line-height: 1em;
56     background-color: #e0e0e0;
57   }
58 }
59 p{
60   margin-top: 1.7em;
61   text-indent: 1.2em;
62   font-size: 1.2em
63 }
64 }
65 }
66 }
67 }
68 .figure{
69   display: flex;
70   flex-direction: column;
71   margin-top: 2.5em;
72 }
73 .caption{
74   font-family: 'Gill Sans', 'Gill Sans MT', calibri, 'Trebuchet MS', sans-serif;
75   text-align: center;
76 }
77 }
78 .square_footer{
79   display: inline-block;
80   margin: 0px;
81 }
82 }
83 .square_footer{
84   position: absolute;
85   right: 5px;
86 }
87 }
88 }
```

