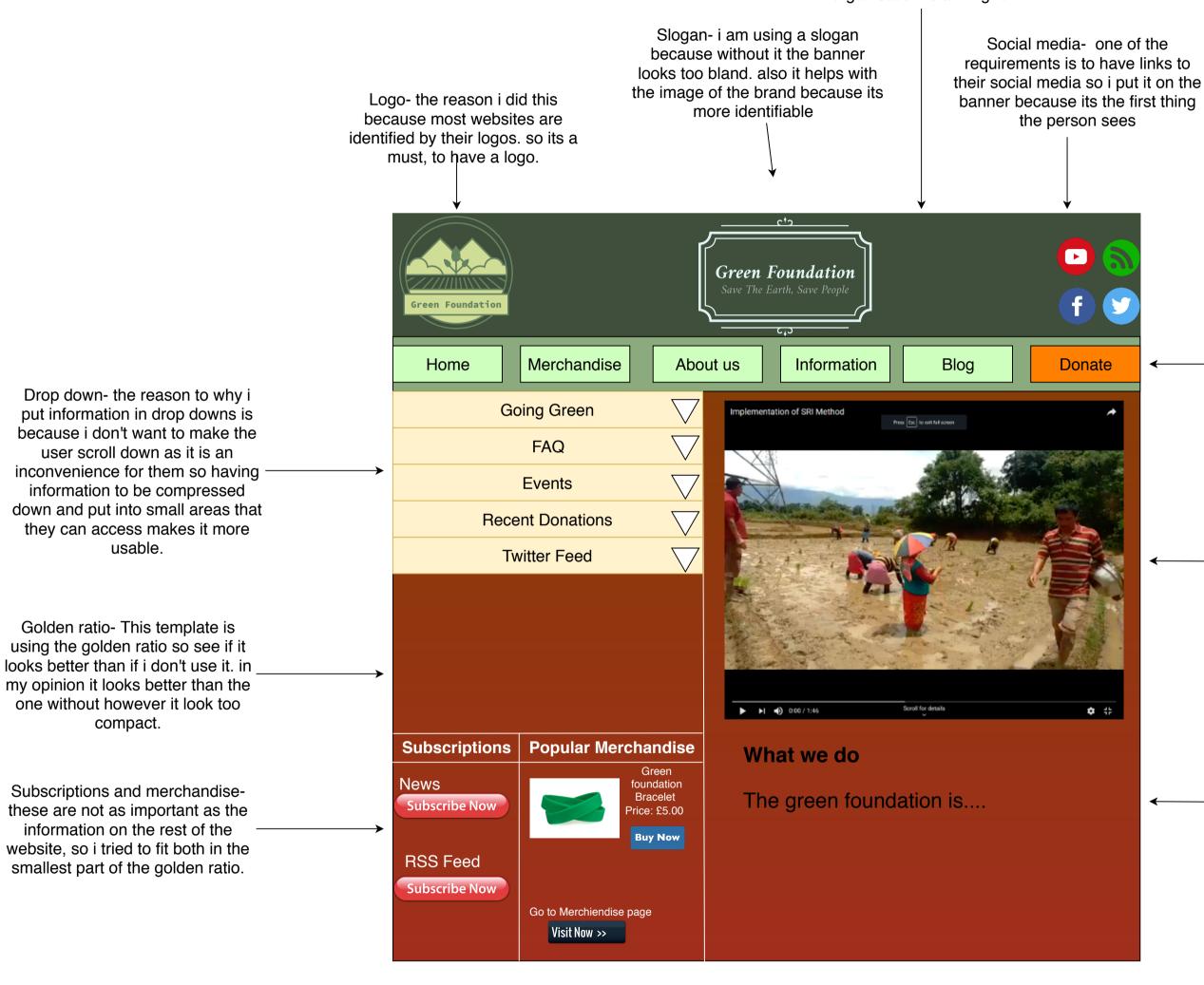Colors- the colors i used are green and brown because of nature, green and brown are linked to trees and dirt. green also gives off the emotion of health and growth like nature and what the organisation is aiming for.

Slogan- i am using a slogan because without it the banner looks too bland. also it helps with the image of the brand because its more identifiable

Social media- one of the requirements is to have links to their social media so i put it on the banner because its the first thing the person sees

Logo- the reason i did this because most websites are identified by their logos. so its a must, to have a logo.

Green Foundation
Save The Earth, Save People

| Home | Merchandise | About us | Information | Blog | Donate |

Donate color- the reason for me changing the color of the button on the navigation bar because it will stand out from the rest which garbs the user's attention and maybe they will donate to the organisation.

Drop down- the reason to why i put information in drop downs is because i don't want to make the user scroll down as it is an inconvenience for them so having information to be compressed down and put into small areas that they can access makes it more usable.

Going Green

FAQ

Events

Recent Donations

Twitter Feed

Implementation of SRI Method

Press | Esc | to exit full screen

0:00 / 1:46   Scroll for details

Video- The reason i put the video in the middle is because it introduces the organisation to the visitor and its right in the middle which will make the user notice it more than if it were on the corner.

Golden ratio- This template is using the golden ratio so see if it looks better than if i don't use it. in my opinion it looks better than the one without however it look too compact.

What we do

The green foundation is....

Text- The text is also an introduction to the organisation because people might be accessing the website from their phone in public and they might be unconformable trying to watch the video out loud, so the information is more accessible depending on the situation.

Subscriptions and merchandise- these are not as important as the information on the rest of the website, so i tried to fit both in the smallest part of the golden ratio.

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Green foundation Bracelet
Price: £5.00

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