



웹프로그래밍

웹퍼블리셔 UI/UX 웹디자인 _ 윤성근

2025.03.20

프로젝트 개요

웹 사이트



삼천리자전거

프로젝트 명

삼천리 자전거 웹사이트 리디자인

제작자

윤성근

웹사이트 컨셉 설정 1

주제

삼천리 자전거 <https://www.samchuly.co.kr/>

부주제

자전거, 자전거 장착 악세사리(가방, 속도계, 거치대등)

주제선정 이유

우리나라 전통 자전거 브랜드인 삼천리자전거의
인지도 상승을 위해서

타겟층

20~30대

컨셉 키워드

심플 / 생동감

웹사이트 컨셉 설정 2

페이지 주요 구성 사항

로고 / 네비게이션 / 메뉴 / 메인이미지 / 제품 이미지

페이지 전체 개략도

메인이미지 상단 빨간색 그라데이션으로 브랜드
이미지 표현 / 제품의 특징을 확실히 알 수 있는 사진 배치

주요 페이지 구성도

제품설명과 제품사진을
사선으로 배치하여 역동감 표현

정보설계 (메뉴)

자전거

용품

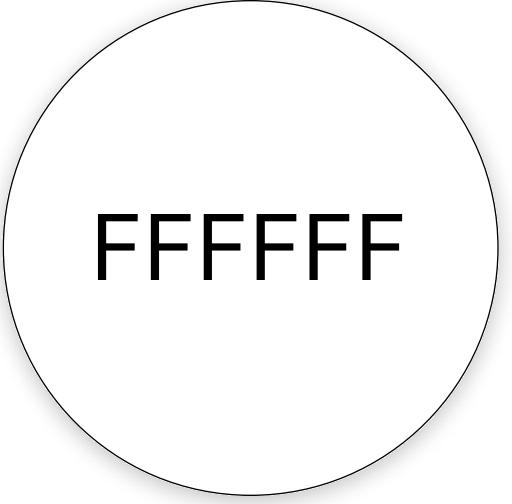
대리점

고객지원

뉴스

디자인 스타일 가이드

컬러



FFFFFF

배경 및 주요 레이아웃에 사용하여 깔끔하고 현대적인 느낌을 강조
컨텐츠 가독성을 높이고, 브랜드의 개방적인 이미지 전달



E70004

삼천리자전거의 시그니처 컬러로 브랜드 정체성을 강조
CTA 버튼, 강조 텍스트, 아이콘 등에 활용하여 생동감 부여

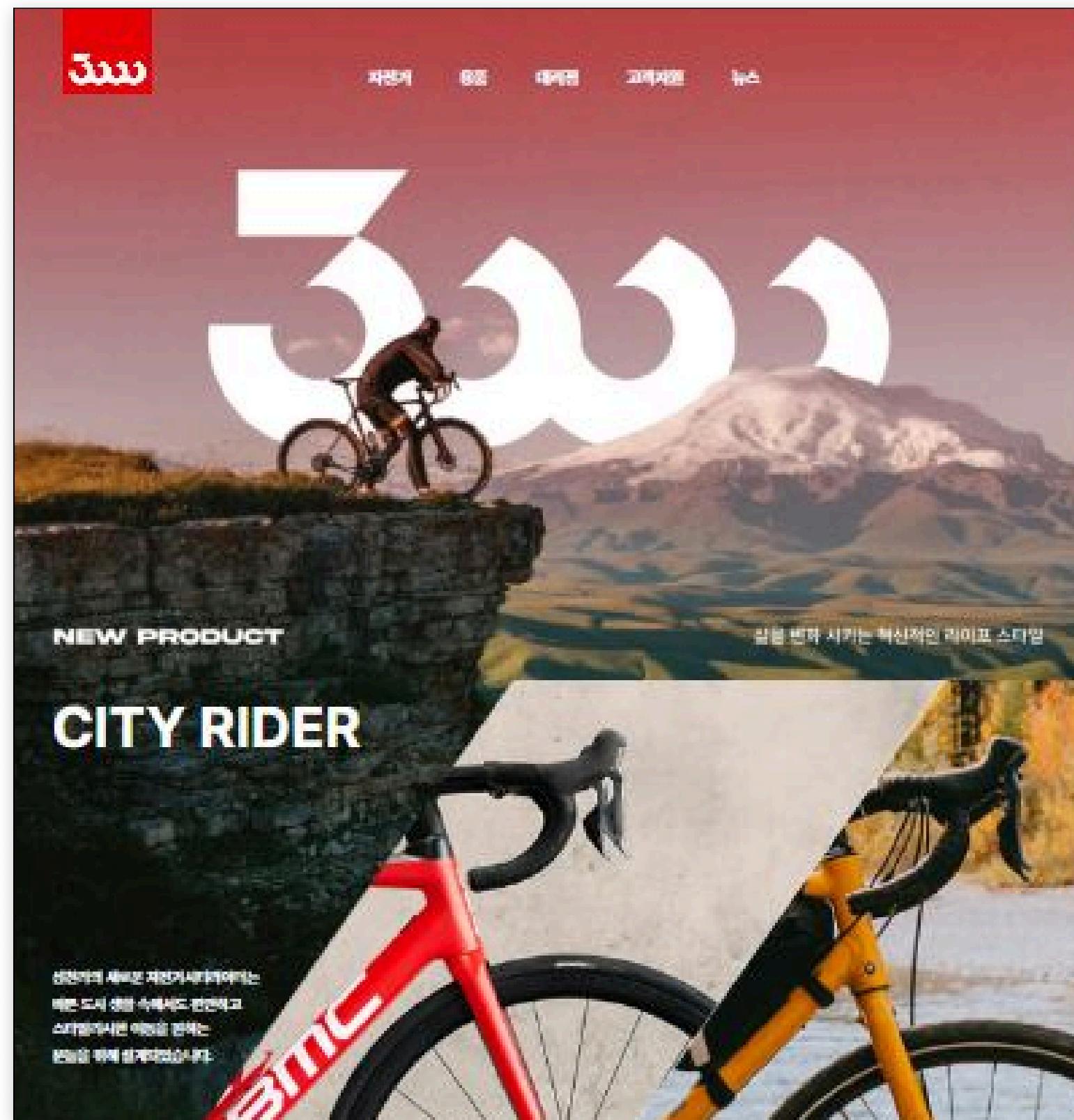
폰트

PRETENDARD

깔끔하고 현대적인 가독성을 갖춘 고딕 계열 서체
웹 & 모바일 환경에서 최적화된 UX 제공

메인 페이지 디자인 제작

PC



MOBILE(반응형)



웹페이지 문서 구조화

```
1  <!DOCTYPE html>
2  <html lang="en">
3  <head>
4      
5      
6      <title>Document</title>
7      <link rel="preconnect" href="https://fonts.googleapis.com"/>
8      <link rel="preconnect" href="https://fonts.gstatic.com" crossorigin />
9      <link href="https://fonts.googleapis.com/css?family=Black汉+Sans&family=Noto+Sans+KR:wght@100..900&display=snap" rel="stylesheet">
10     <style>
11         .news_left {
12             width: 60%;
13         }
14         .news_text {
15             height: 150px;
16             margin: 50px 50px;
17         }
18         .news_text p {
19             font-size: 2em;
20             color: #000;
21             margin: 0;
22             padding: 0;
23             box-sizing: border-box;
24         }
25         .news_text h2 {
26             font-size: 1.75rem;
27             margin: 0;
28             padding: 0;
29             text-align: left;
30         }
31         .news_right {
32             width: 100%;
33             height: 600px;
34             background-size: cover;
35             background-position: top;
36             border-radius: 0;
37             box-shadow: none;
38         }
39         .header {
40             display: flex;
41             justify-content: space-between;
42             align-items: center;
43             height: auto;
44             text-align: left;
45         }
46         .logo {
47             width: 80px;
48             height: 60px;
49             margin-left: 5px;
50             position: absolute;
51             top: 0px;
52             left: 20px;
53         }
54         .nav {
55             margin-left: 100px;
56             padding-top: 32px;
57         }
58         .nav ul {
59             display: flex;
60             align-items: center;
61             gap: 20px;
62         }
63         .nav li {
64             font-size: 1.4rem;
65         }
66         .main {
67             height: 400px;
68             background-image: url(mobile-bg.png);
69             background-size: cover;
70             background-position: left;
71         }
72         .product_set {
73             flex-direction: column;
74             align-items: center;
75             height: auto; /* 높이 자동 조정 */
76         }
77         .product_color,
78         .product_image,
79         .product_images {
80             width: 100px;
81             max-width: 100%; /* 최대 너비 제한 */
82             position: static; /* absolute 제거 */
83         }
84         .product_color {
85             z-index: 1;
86             position: relative; /* 상대적인 위치 지정 */
87         }
88         .product_text {
89             z-index: 3;
90             color: #000;
91             text-align: center; /* 텍스트 가운데 정렬 */
92             position: absolute; /* 절대 위치 */
93             top: 30%; /* 상단 위치 조정 */
94             left: 21%; /* 왼쪽 위치 */
95             transform: translateX(-50%); /* 수평 가운데 정렬 */
96             color: #rgb(255, 255, 255);
97             font-size: 1.75rem;
98         }
99         .product_color img {
100             content: url(product_color1.jpg);
101         }
102         .product_image img {
103             content: url("mobile-product1.jpg"); /* 첫 번째 이미지 */
104         }
105         .product_images img {
106             content: url("123456.jpg"); /* 두 번째 이미지 */
107         }
108         .product_color img,
109         .product_image img,
110         .product_images img {
111             max-width: 100%; /* 이미지가 컨테이너 벗어나지 않도록 */
112             height: auto; /* 비율 유지 */
113         }
114         .news {
115             flex-direction: column;
116             height: auto;
117             margin: 0px;
118             font-size: 1rem;
119         }
120         .news_right {
121             width: 100%;
122             height: 600px;
123             background-image: url(news_right2.jpg);
124         }
125         .news_left {
126             width: 60px;
127         }
128         .news_text {
129             height: 150px;
130             margin: 50px 50px;
131         }
132         .news_text p {
133             font-size: 1em;
134             color: #000;
135             margin: 0;
136             padding: 0;
137             box-sizing: border-box;
138         }
139         .news_text h2 {
140             font-size: 2em;
141             color: #000;
142         }
143         .news_text p {
144             font-size: 1em;
145             line-height: 150%;
146             padding-top: 20px;
147         }
148         .news_left {
149             width: 220px;
150             margin: 0px 50px;
151         }
152         .news_left p {
153             list-style: none;
154             margin: 0;
155             padding: 0;
156             background-repeat: no-repeat;
157             background-size: cover;
158             height: 100px;
159             width: 30px;
160             border-radius: 15px;
161             box-shadow: 2px 2px 12px #rgba(8, 8, 0, 0.3);
162         }
163         .news_image1 {
164             background-image: url(news_image1-2.png);
165             background-position: center;
166         }
167         .news_image2 {
168             background-image: url(news_image2-2.png);
169             background-position: center;
170         }
171         .news_image3 {
172             background-image: url(news_image3-3.png);
173             background-position: center;
174         }
175         .banner {
176             position: relative;
177             background-image: url(banner3.png);
178             background-size: cover;
179             background-position: bottom;
180             height: 600px;
181             width: 400px;
182             font-weight: bold;
183             text-shadow: 2px 2px 10px #rgba(8, 0, 0, 0.3);
184             color: #white;
185             font-size: 40px;
186             padding: 10px 0;
187             margin-left: 240px;
188             padding-top: 70px;
189             font-size: 3em;
190             font-weight: bold;
191             color: #white;
192             line-height: 160px;
193             width: 100px;
194             font-size: 1em;
195             font-weight: 400;
196             banner_text {
197                 color: #000;
198                 padding-top: 25px;
199                 line-height: 160px;
200                 width: 400px;
201                 font-size: 1em;
202                 font-weight: 400;
203                 position: absolute;
204                 top: 10px; /* 수직 위치 조정 */
205                 left: 200px; /* 수평 위치 조정 */
206                 width: 400px;
207                 height: 25px;
208                 background-size: cover;
209                 footer {
210                     height: 150px;
211                     padding: 15px 0px;
212                     color: #000;
213                     .footer_box {
214                         display: flex;
215                         flex-direction: row;
216                         align-items: center;
217                         height: auto; /* 부모 요소의 높이를 자동으로 조정 */
218                         padding: 20px 0; /* 여백 주기 */
219                         .product_text {
220                             margin-left: 50px;
221                             margin-right: 100px;
222                             padding-top: 35px;
223                         }
224                         .product_text span {
225                             font-size: 1.3px;
226                             line-height: 120px;
227                         }
228                         .product_logo {
229                             height: 30px;
230                             width: 25px;
231                             background-image: url(footer_logo.png);
232                             background-repeat: no-repeat;
233                             background-size: contain;
234                             margin-right: 80px;
235                             margin-top: 35px;
236                         }
237                         .news {
238                             height: 50px;
239                             width: 100px;
240                             padding: 0 20px;
241                             margin-bottom: 10px;
242                             margin-top: 10px;
243                             .news_right {
244                                 flex-direction: row;
245                                 justify-content: start;
246                                 align-items: center;
247                             }
248                         }
249                         .news_left {
250                             flex-direction: row;
251                             justify-content: start;
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```

수정 보완

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메인 이미지 비쥬얼 수정

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메뉴 위치를 왼쪽 → 가운데로 변경

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웹사이트 컨셉에 맞는 이미지로 변경

product_image

pc사이즈에서 mobile사이즈로 작아질때 이미지 변경
(제품 디테일사진 → 제품 연출사진)

font

pretandard 서체 사용으로 통일감 부여

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pc사이즈에서 mobile사이즈로 작아질때 폰트 크기 조절