

LOG

22.02.2022

I started my work by learning about 3 types of styles we can choose. I try to choose the most challenging style for me, however, it needs to cooperate with the topic of my site.

23.02.2022

Choosing a topic (Technology that does not harm/ help our world). Thinking about the project – what will be the best for the organic style that I'm going to use for this project. Searching for fonts, choosing colours, thinking about textures and searching for pictures related to the topic.

The next step was to create the mood board. Started from choosing the right words to describe my project. Going forward I created some graphics in illustrator/ some also found on the internet. Now is the time to glue up everything in photoshop.

24.02.2022

I get up from the bed having in my mind the title for my project (GreenTech). I created the first wireframe and start to think about the logo. After choosing keywords for my topic and creating some sketches I found my ideal logo. Starting to create an Xd prototype.

25.02.2022 – 03.03.2022

Coding was too addictive for me. I'm writing those words the week after 24.02 so I can't specify exactly what I did each day. Undskyld!

While creating the prototype I found and segregate all the images and graphics I wanna use (I need to search some more because my moodboard graphics/images do not fit as well as I wanted my prototype). I create the logo and make an animation of it.

After creating prototypes for 3 screen sizes I started coding.

Mobile-first! Of course, I made my web firstly for smartphone view, when I was sure everything is good I started resizing my web to create a positive impression for all of the views.

For the index.html I use additional extension fullpage.js to create smooth page scrolling only in selected sections.

And I finish my website today!

From this day I will try to create some additional animation for my web to make it more pleasant and to prepare my brain for future more demanding tasks.

MOODBOARD



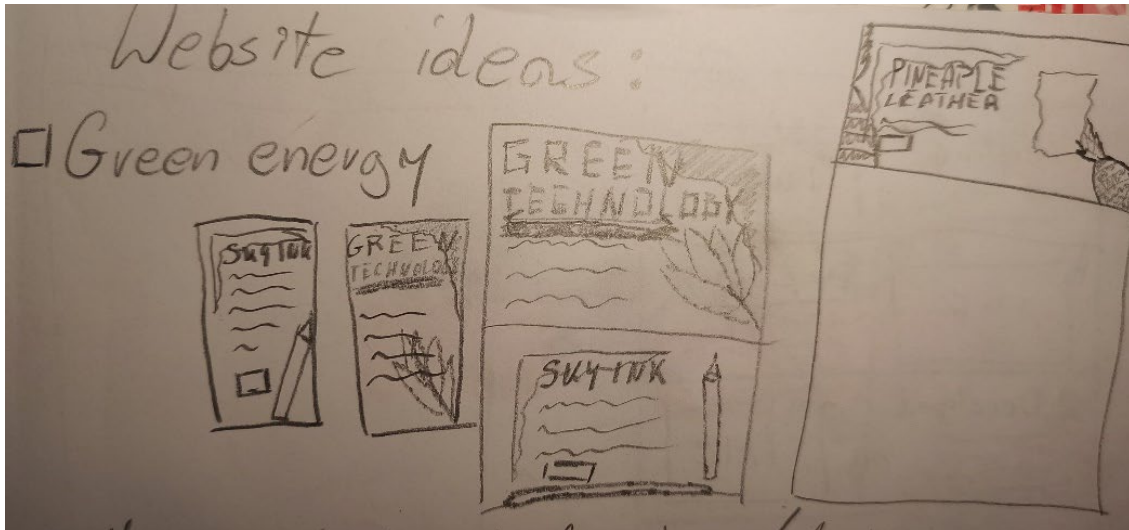
Creating the moodboard I wasn't thinking strict about the design I wanna use on my website. I choose some topics I wonder to share and create a simple moodboard. With its help, I could evolve the style of doing prototype in Xd. Finally, I didn't use any of the graphics on the website but with them, I create better ones and got an idea of how to do my design.

5 SECOND TEST RESULTS

<https://app.usabilityhub.com/tests/6164a8bb6ca6/results/7960ed087164>

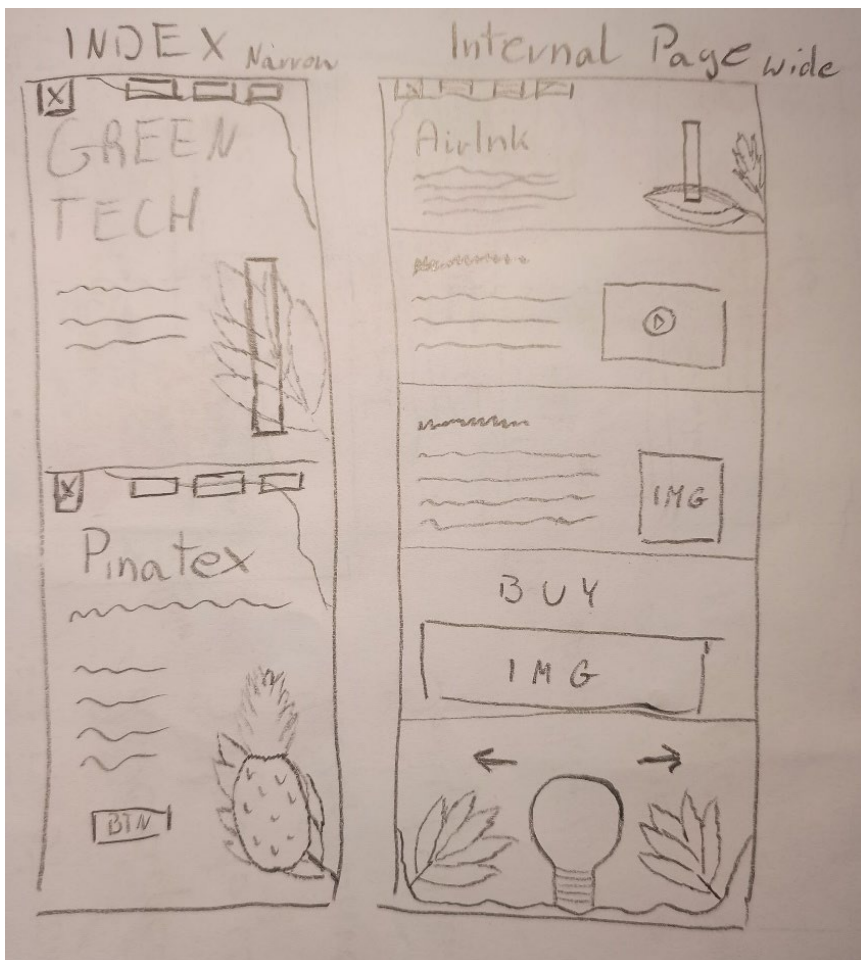
With 5 second test I got an idea how to improve my website. Two people selected minimalistic so I added lots od nature related graphics. Attention of people was mainly taken by technology related graphics so I know I was going in wight direction. As one respond about emotion "organic, fun, clean" I wanna go this way!

WIREFRAME



First wireframe sketches I create. With it I got a idea how I wanna structure my Index website

With it I started creating my prototype in Xd.



Second index wireframe with clearer mind about how I wanna make my design.

Internal wireframe was create later that the index. I move the nav to left side because It looks better for me.

With the wide internal wireframe I create 2 more views in Xd.

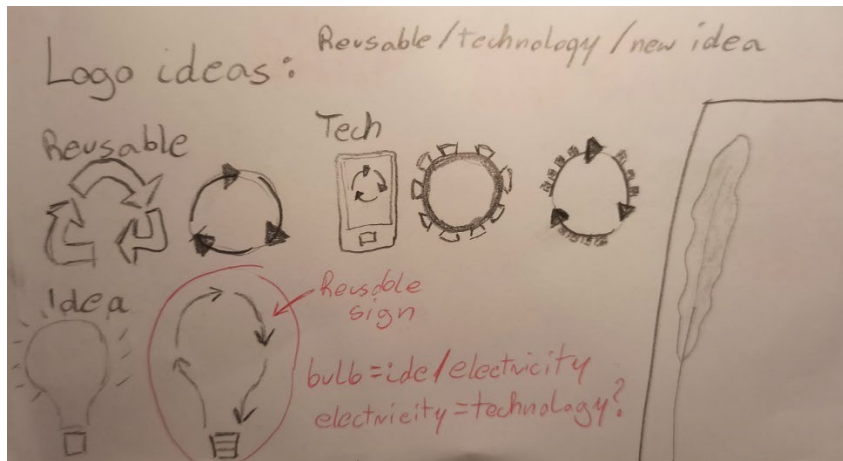
LOGO

Pictorial mark logo.

What my logo want to say: recycle (three arrows as on the trash bins) / New Idea (bulb as a symbol of creating a new idea) / technology (also as bulb – as something that needs electricity).

Firstly I font those 3 keywords I wanna show in my logo, then I started sketching keeping them in mind.

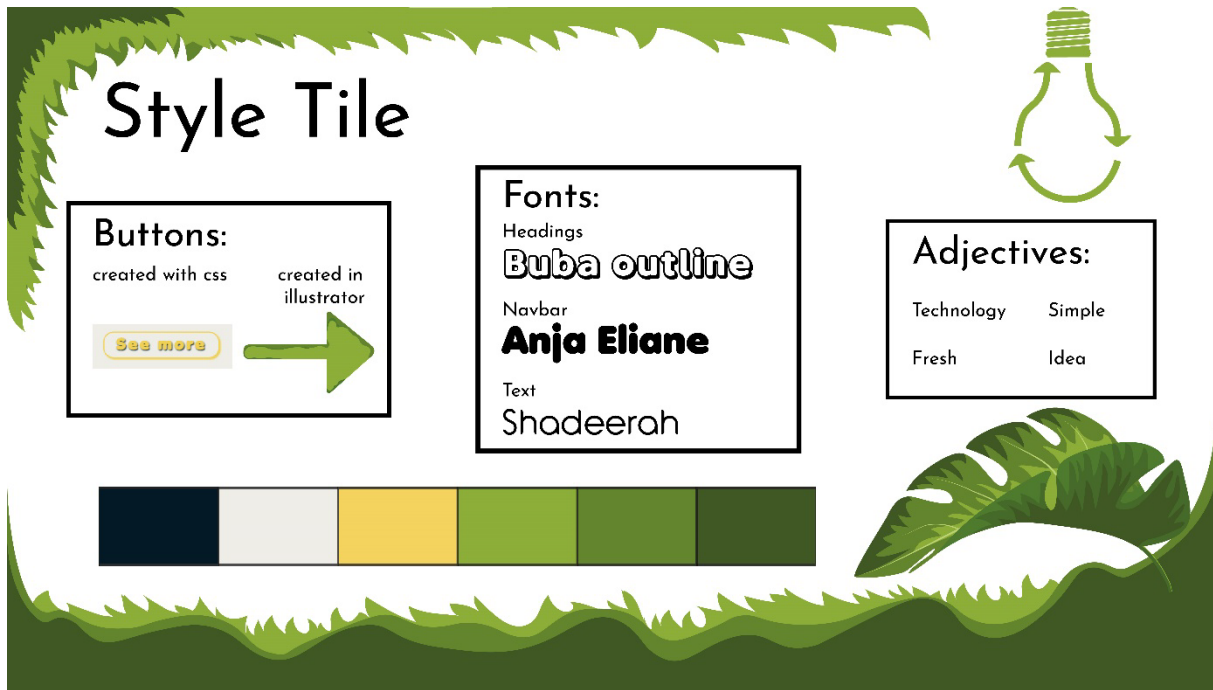
I want to be simple, straight and to say these 3 keywords by it.



I also had some time to make an animation in after effects to create better feeling of recycling and electricity (moving arrows as an electricity in the bulb to create light – “new idea”)



STYLE TILE



TYPOGRAPHY

Firstly I was looking for my headings font. I wonder to have really friendly font (without serifs, with rounded corners, something that will make organic style more present for viewer)

<https://www.dafont.com/buba.font?fpp=200&text=GREEN+TECH>

Nex font was for navbar, I choose it to be more visible because of my (as I think) little unique navbar design approach. I choose the bold font with similar style to my heading font.

<https://www.dafont.com/anja-eliane.font>

For description text in my website I wanna induce different feeling that with my other (friendly) fonts. I choose smooth font with rounded corners but sharp edges.

I think heading and navbar font are kind of “funny/comic” fonts that are not so good for reading especially text that should give you food for thought (like more serious article). I think my viewer will pay more attention to the text because of this sharper font.

<https://www.dafont.com/shadeerah.font>

COLORS

Of course, the botanic style needs a green colour. I used the green colours only for the graphics, but they are playing a big role on my web. Firstly cozy feeling (green is a calm nature colour). Secondly fitting the botanic style the main idea is nature. Thirdly fitting the topic and the name of the website.

```
--black: #031926;  
--white: #EEEEEE7;  
--yellow: #F4D35E;  
--green: #8CAE39;  
--green-medium: #63852D;  
--green-dark: #3F5824;
```



I didn't wanna to create strict black and white colours because I wanna decrease a tone of my web. That's why I use dark-blue as black and washed/beige as white.

I use also yellow for buttons to make it more friendly and hovered nav elements to highlight the element.

3 shades of green mainly used on graphics.

IMAGE FORMAT

Some images were found on free to use websites like Unsplash. Others I took borrow from specific products sites.

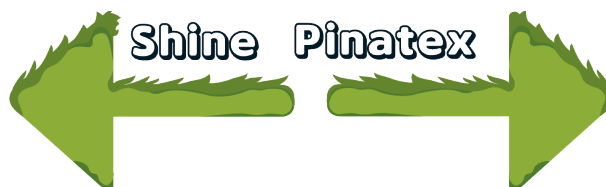
If I wanted to present image without background, I saved it with .png extension.

All the other pictures were resize into smaller size and change into .jpg extension.

Buttons

Buttons on index.html were created with css.

Illustrator buttons are used in internal websites on the bottom as a links to other articles.



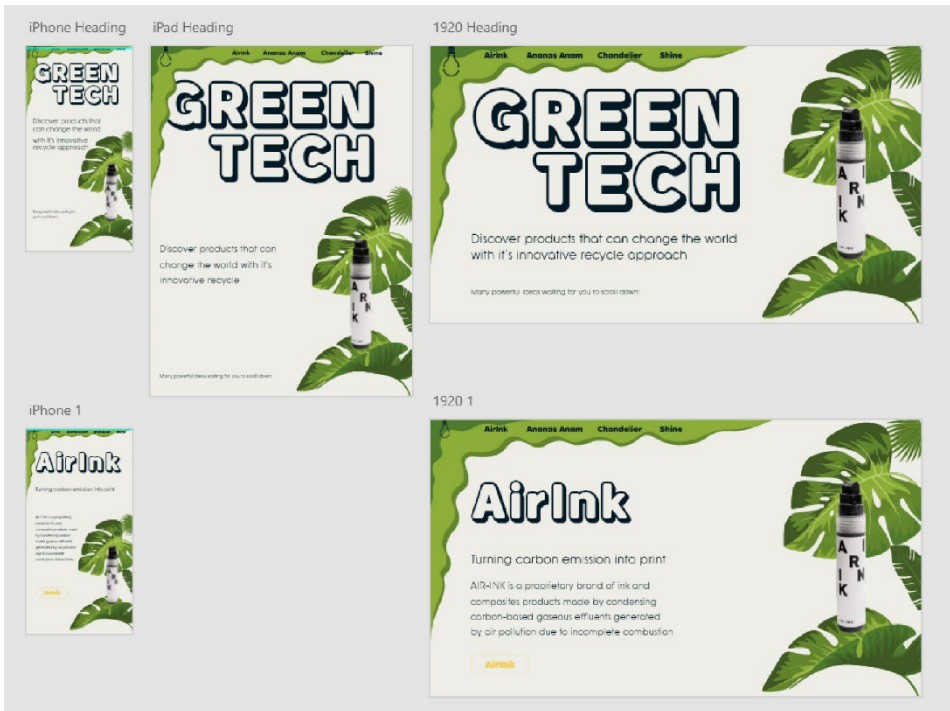
TEXTURE

Green leaves with darker green colours used as a shadows. Shadows and navbar leaves have sharp edges to induce pay attention of the viewer and make it more realistic (and random).

I use leather textures on pineapple image.

PROTOTYPE

<https://xd.adobe.com/view/3dcb60bb-7cb9-4442-9313-be20cf4b3ef2-6898/>



TRUNK TEST

Trunk test was made on group of 4 people.

1. What site is this

- Technology site
- Reuse technology
- New technology ideas
- Green technology

2. What page am I on

- Green tech
- GreenTech
- Green Tech
- Green tech

3. What are the main sections?

- AirInk/ Pinatex/ Shine
- 3 technology sections
- Airink, pinatex, shine
- Airink, pinatex, shine

4. What navigation options do I have here

- The same as sections + home
- Airink, pinatex, shine
- Home, Airink, pinatex, shine
- the same

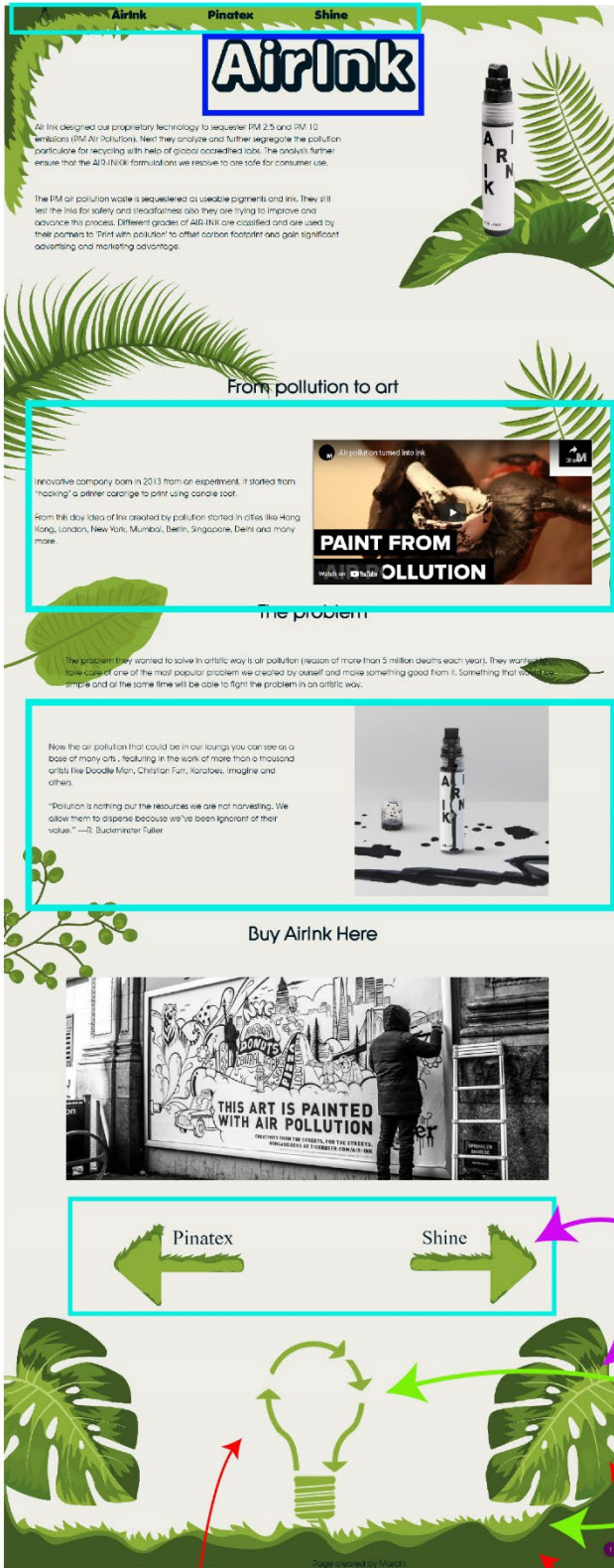
5. Where am I in the scheme of things? ("You are here" indicators!)

- Green tech
- Main website
- Title
- title



GESTALT LAWS

COMMON REGION
SIMILARITY



CONTINUITY
grass nav graphics



FIGURE-GROUND COMMON FATE
leaves graphics

SIMILARITY

similarity on position
of the images

COMMON REGION



COMMON FATE
leaves graphics
and arrows links

Logo Gif
CONTINUITY
grass graphics

FIGURE-GROUND

arrows on logo creates illusion of a bulb
darker green colors used in graphics creates illusion of depth and shadows

COLOUR

leaves images and background contrast



Green images shadow contrast



Contrast

TEXTURE

SHAPE

Shape contrast is very visible on the photos random navbar leaves sizes / sharp corners

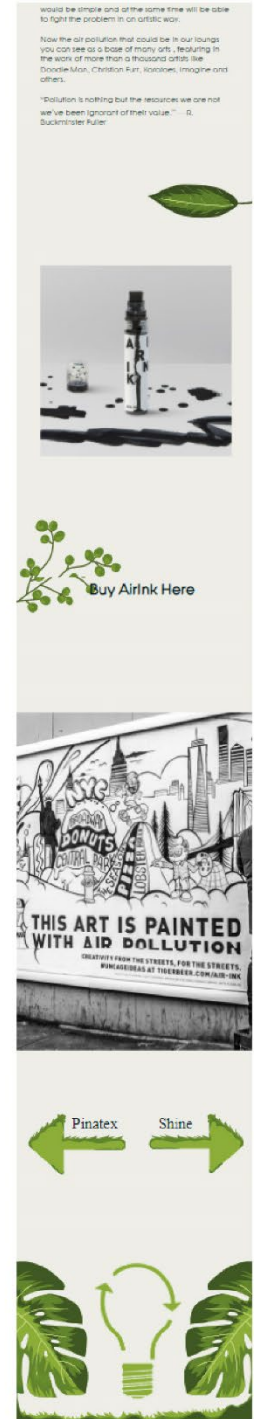
SIZE



Visible contrast between narrow and desktop view:
 -img sizes
 -text size
 -logo size

POSITION ORIENTATION

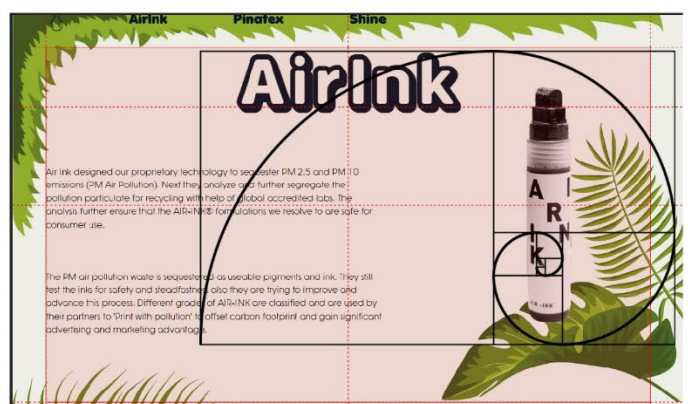
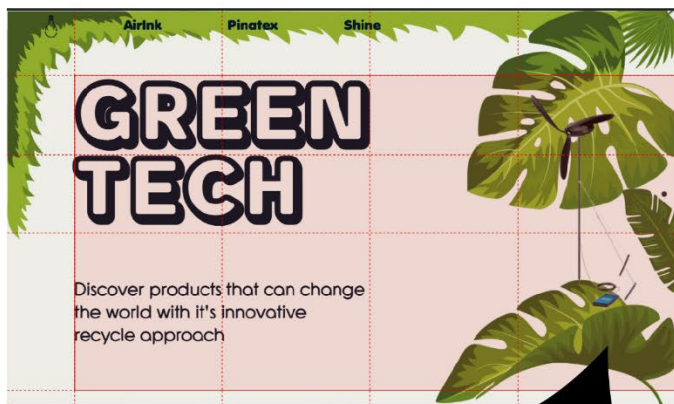
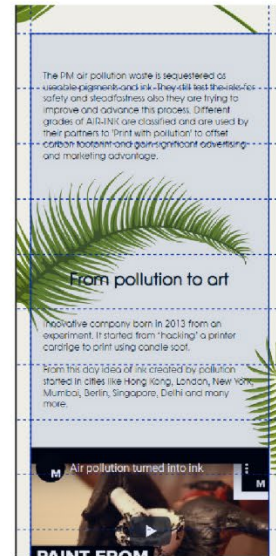
random positions and orientations of leaves images



Asymmetry - leaves position

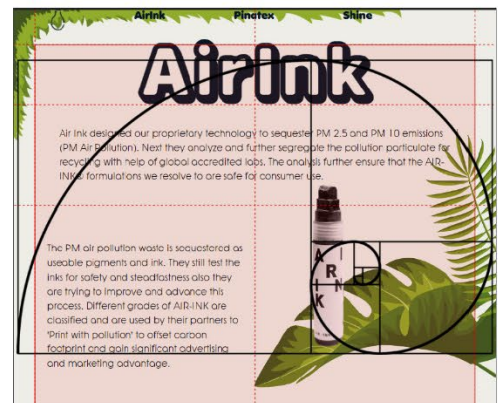
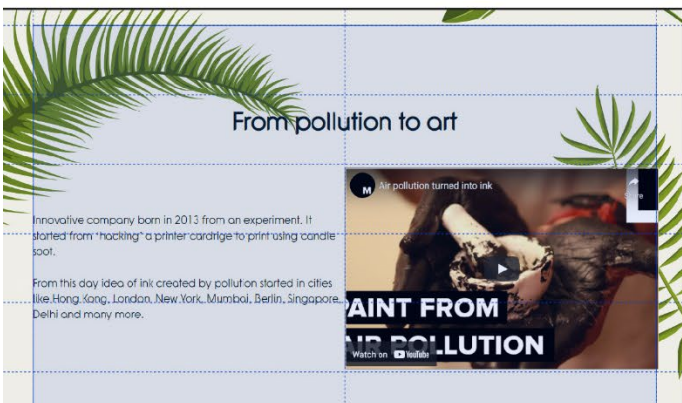
COMPOSITION & LAYOUT

Alignment - alignment of many elements



Repetition

Tablet



Symetry - leaves position bottom of page

