

1. Briefly restate the original purpose (objective) of your design.

This design was made to provide a space for the client, Karissa Todd of Sugar Cookie Bliss, a space to share how to decorate cookies as well as other decorating info. There were three main things that she wanted to achieve with this page. The first being to have a place to display the decorating videos she makes. Second, she wanted a space to link and list the other sites and resources she likes to use for design. The third thing she wanted the page to display is the cookie kits for customers to decorate cookies at home.

2. How does your final design address that purpose/objective? Be specific!

In my design I wanted to keep the page looking like the rest of her website in terms of colors and typefaces. Therefore, the background is white, and the navigation bar is the same on her actual site. Since this is a webpage with multiple parts, they each have their own space on the site. The main thing that Karissa was wanting to highlight was the videos. She wanted some sort of way to have her videos from her YouTube channel on her website. Therefore, there is a video player of her featured video, which is the sunflower. There are also links to the other videos, which are represented as cookies. The section below the videos is designed to highlight the websites and resources Karissa uses. She gave me the specific sites she would like to link to. She also requested room to write a sentence or two about that resource. On the side bar to the right is the area in which her at home cookie decorating products are displayed. This is a good place to display these because some may want to try the techniques in her videos or resources. I chose one kit that is more geared toward girls and one that is more geared to boys, but they can be changed with the season and events.

3. Did you follow your design strategy? If not, what changes did you make and what prompted you to make those changes?

The thumbnail design I most closely followed was the final one from my first analysis. After receiving more info from the client and learning that the videos on the page were the main priority, I decided that was what needed to be the focal point of the page. Having a video displayed to play was important to the client, but having the cookies displayed for the other videos showed what you would learn to decorate. I kept with the sidebar design to display the product that is being sold. The resources page the client was unsure about. I set it up to be links with space for 1-2 sentences, but since it is at the bottom of the page it could be changed to more of a blog set up if she decided she wanted to write more.

4. What principles and concepts from our readings did you use in your final design? Please be sure to address the design elements you used, typography and font selection, the action you expect the viewer of the design to take (Visual Persuasion chapter) and why the design will motivate them to take that action, and the design perspective best reflected in the design (Visual Analysis).

Due to the fact I was mainly designing a page to add to her website, I used many of the original elements. The typeface used for most of her website is Futura Light, so I stuck with that for her headings. The other typeface used was Palatino Linotype for the price of her products. The rest of the elements I used in the design were her videos and product photos. The main design element is hierarchy. How everything is displayed on the page is so that users first watch the videos and gain interest in decorating themselves. They then would want to purchase a decorating kit or learn more through her resources.

5. Where did you experiment? What did you learn from the process?

The main thing I experimented with was how to display the videos without just having a lot of videos on the page. I still wanted it to be known that there were videos there to watch, which is why there is one embedded media player. The buttons to play the other videos to learn how to make those cookies is a cookie themselves. This shows to user what the cookie they will be learning how to make looks like before they begin watching the video. This also shows off how pretty the cookies she makes are. Figuring out the best way to arrange the as well as the size was the main thing I experimented with. The client also wanted room for a sentence or two of information, so finding the best way for that to be included was also something I experimented with.