

Assignment 3 – Modern Design Elements Design Report

Introduction:

My 2 page mini-site will promote the launch of the Google Pixel 6 smartphone. Based on my current limited knowledge of responsive web designs, I will make use of the bootstrap framework while doing my best in designing the mini-site to look as unique as possible to the best of my ability. I have chosen Material Design because it is based on a grid layout in which my hope it will work well with bootstrap grids. Moreover, I plan to use graphics and edge-to-edge imagery to showcase product; combined with clean sans-serif font, large-scale typography to bring focus to key product features and specs.

Homepage (Page-1):

For the homepage, I want it to be visually appealing while telling a story without having the user skip between multiple pages. To achieve this, I will design the homepage as a Long-Scrolling page. I like the idea of simple and intuitive design while controlling the narrative, moving the user through product features like a story.

Because I want users to scroll through the features, I will not be employing card-style navigation. Rather, navigation will be simple with a "Reserve" button within the navbar.

Reserve (Page-2):

The Reserve page will be simple design layout fully utilizing intentional white spaces, deliberate colour choices to bring attention and focus to product reservation form. Any containers edges will have rounded corners and this will be consistent for forms and buttons. To mimic the physical reality, I will use drop-shadows to add multi-dimensional look and depth.

Navigation will be simple, using the same design from homepage with a "Overview" button to bring users back to the Long-scrolling homepage.