

# Design Concept Note of First Exposure

## Introduction to the Project/ Objectives

This site was designed and developed as a school project, for a non-profit organization that focuses on helping young girls learn photography. It has been designed to encourage the community to donate or to become a volunteer.



## Target Audience

The target audience is Hispanic girls from the ages 8 – 14 who want to learn positive character qualities through the art of photography, and also the parents of these girls.

## Branding and Identity

The logo is a symbol for the organization, and it gives a company's brand image. I modified the logo to improve the branding and identity.

## **Layout**

The index page is different from the entire site, the entire site keeps the same layout on every page, considering hierarchy, proximity, and consistency throughout. The layout has the power to control the appearance of the site; it is very important how the contents are laid out.

- Hierarchy: use of sub title tags and title made hierarchy structure on the site.
- Proximity: use of grid to divide different types of contents made proximity on the site.
- Consistency: keep the same layout made this site consistent.
- The logo is always at the left top corner, together with the header, the global navigation is under the header.
- This site was built with CSS and HTML. Javascript light box library was used to present the gallery for the pictures.

## **Colors and Fonts**



This site uses the color of the logo to keep the branding and identity. The color codes are: #bc2f28, #e8b341, #020202, #e1e1e1. The font selection was made very carefully so the audience could read it easily. The fonts that were used are the sans-serif font, which doesn't have slabs on the font (Verdana, Arial, Helvetica).

# First Exposure Site Map

