

Brianna Taylor

Design Brief

9/09/19

The design I have created for Acadia Park Equipment Co. is clean and refreshing. It is simple and easy to use. Nothing on my site can be misconstrued or will mislead you. The simple navigation bar on the desktop version is just a horizontal bar with a search option. The mobile friendly versions have a hamburger menu and a search bar. All three designs have images of the park that gives customers a sneak peak of their experience here. All pages will provide access to social media accounts in the bottom left hand corner (Facebook, Instagram, and Pinterest). My desktop version has a slideshow of images, important info/park hours, and a donations area. The mobile friendly versions bring the customer straight to equipment rentals seeing that's what most people will be using the website for making it convenient. The colors I chose are misty gray and midnight black. I may add in the green color on other pages of the site. I believe the photos used give it enough color and contrast well. As far as the logo I chose the Black stand-alone version. I use Cambria regular for most paragraphs. I use the Cambria bold for heading and important info. The desktop version is 1280x1024 pixels, the tablet is based off an iPad pro 2048x2732, and the mobile friendly version is based off a basic sized iPhone 750x1334. I am ready to get more into designing and putting together the rest of my site. I am looking forward to feedback!