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Advanced Web and Multimedia

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# UX and UI

User experience and user interface, also known as UX and UI, are both important to Graphic Designers; this is because in order to design something for a consumer the ease of use, the aesthetics of it and the experience of buying it all play a role and must be curated accordingly.

Firstly, when looking at UX and UI separately; UX design is the process of creating consumer satisfaction and loyalty by enhancing the usability and pleasure made by the customer interacting with the product. UI design on the other hand is the aesthetics of the product for example on a Hoover the power button is a different colour so that it stands out more or whether the body of it looks appealing to the eye etc. This then helps to enhance the experience the customer has with the product and the company who created the product.

The term User Experience was coined by Don Norman in 1995. Norman was a cognitive scientist and joined the Apple team in the 90's as their UX architect and was the first person to have UX in their job title. Although he came up with the term UX, UX design had actually begun back in 4000bc with Feng Shui. This was the importance of spatial arrangements between objects in relation to the flow of energy (chi) and moving your surroundings in the most optimal and user-friendly way, including; layout, materials, framework and colours (Careerfoundry.com, 2019).

From then onwards there has been many different times that UX has been used. From the Ancient Greeks 500bc where Hippocrates documented how a surgeon's workplace should be set up (Classics.mit.edu, 2019), to various points throughout the 1900's including interactions between workers and their tools. Toyota in the 1940's used UX to create optimal working environments for staff as they found that this made production better.

In 1955 Henry Dreyfuss who was renowned for designing and improving the usability of products (e.g. the Hoover) wrote a book called 'Designing for people' in this he explained UX in simple terms, stating 'When the point of contact between the product and the people becomes a point of friction, then the designer has failed. On the other hand, if the people are made safer, more comfortable, eager to purchase, more efficient or plain happier by contact with the product then the designer has succeeded.' (Careerfoundry.com, 2019).

Walt Disney has also been hailed as one of the first UX designers. In 1966 he was constructing Disney World; wanting it to be a magical, immersive and a near perfect experience. The words he gave his engineers to guide them were; 'know your audience, put yourself in their shoes and finally communicate with shape, colour, texture and form.' Here Disney is thinking about both UX and UI. (Careerfoundry.com, 2019)

In the 1970's UX was heavily focused on within computer technology. The company 'XEROX' had a research centre called 'Parc' where psychologists and engineers worked together to create user experiences. Some of the most influential developments during this time were the mouse as well as a graphical user interface (GUI) these were both used within the XEROX Alto

# UX and UI

which was the worlds first computer released in 1974.

Steve Jobs and Apple staff were given a tour of XEROX Parc in 1979, they were impressed by the GUI and mouse that had been created and were granted rights to use both. In 1981 the Parc designers gathered feedback and the UX was revised on the XEROX Alto thus becoming the XEROX Star. It was revised to include the first GUI created by David Carfield Smith who designed icons/ images/ illustrations to make the interface more user friendly. In 1984 Apple released their first Mac which was also the first mass market PC using a GUI, it had a built-in screen and a mouse. At this time Microsoft had began to take note of what XEROX were doing and developed their own GUI called Windows. The difference between the Windows GUI and the Apple GUI is that the Windows GUI would work with most IBM and IBM clones rather than it being locked to one brand of computer like Apple, therefore, making it more user friendly and accessible. (Careerfoundry.com, 2019)

Apple has since gone on to become an innovator of UX and UI. When the laptop became more popular than the desktop during the 1990's Apple used new technology (trackballs and pads) and introduced the first scroll wheel during 2001 with the release of the iPod. They released the iPhone in 2007 and iPad in 2010 which both used multipoint capacity touch enabling users to interact with products in more personal way, Apple acquired the technology in 2005 from a company called 'Fingerworks.' (Careerfoundry.com, 2019)

Although touch still plays a major role within UX and UI in 2011 voice began to come in. Voice assistants started with Apple's Siri in 2011 and progressed onto the likes of Google's Alexa and Amazons Echo. The path of where UX and UI is headed seems to be using our bodies and voices to interact with the product including immersive experiences by virtual and augmented reality. (Careerfoundry.com, 2019)

Looking at the history of both UX and UI you can clearly see that they both have been very important throughout time and aiding some of the biggest design innovations in the modern world such as the mouse and GUI.

Steve Jobs is someone who knew how important UX and UI are to the user (Krug, 2013). Jobs demonstrated this through the innovative technology that Apple obtained and used in their products. If you take an Apple product and look at the whole process from buying it to setting it up has been designed. Going into an Apple store it is in keeping with the brand from the light wooden surfaces to the white washed walls. There are also plenty of products for the consumer to 'try before they buy' from iPads and iPhones with touch screen technology to Mac books and iMacs show casing sleek metallic bodies and streamlined keyboards. When the consumer purchases a product, there is no longer a till point for them to que at, but instead a member of staff rings up the bill right where the consumer is standing using Apple products, helping to emphasise that the products will be convenient and quick like the service provided in the store. The consumer sees

# UX and UI

the packaging of the product next, a sleek white box sporting the logo of the company accompanied by an image showcasing what is inside the box, this is both aesthetically pleasing and free marketing for the brand. Due to the slim design of the boxes even the largest of Apples products would be able to fit into a small car, therefore, easily transported home. All of these elements have been thought of by designers to enhance the experience of buying an Apple product, making sure the consumer has a positive experience with both the product from the start of their journey.

When it comes to Graphic Design UX is necessary in order for whatever is being designed to have flow and a sequence for example when making a newsletter the designer will need to have thought about the way the consumer will know that they have subscribed. This could be that when they click on subscribe a new box appears telling them to submit their email address, after this the box then may say to check their inbox as a confirmation has been sent to them, then an email will have been sent to the inbox asking the consumer to confirm they have received it so that the consumer now knows that they are subscribed. In the words of Don Norman 'UX is not just the design of the app or website, but, is the design of everything.' Norman goes on to say that UX is also the experience of getting the product in the store, to the ease of putting the product in the car etc. (YouTube, 2019) The way that he explains this helps to further justify UX as being important to design in all areas not just websites and apps, but also products such as hoovers and packaging, as well as, experiences.

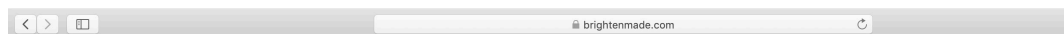
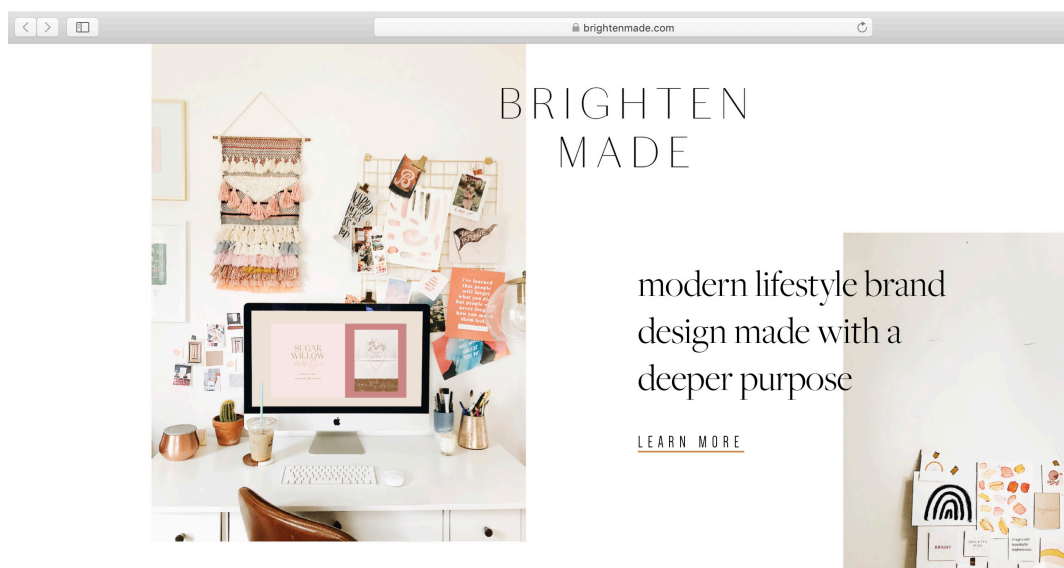
UI is also important to a Graphic Designer due to the fact that it focuses on the aesthetics and increases the responsiveness, accessibility and efficiency of a product. If for instance the Graphic Designer in this case is asked to build a website, UI would need to go hand in hand with the UX. The colours used, the layout of the menu, the images and fonts would all be strategic decisions made to enhance the page and make it visually appealing whilst not compromising on the functionality of it. Adding in navigations whether it is a drop-down menu, if the menu is a burger etc. is all part of UI design and the designer would need to acknowledge this when making the website.

Overall UX and UI are important in Graphic Design because without the designer using them it would be how Henry Dreyfuss describes the situation 'When the point of contact between the product and the people becomes a point of friction, then the designer has failed' UX and UI help to create a cohesiveness between the product and the people and it is down to the designer to convey that message.

Research

# Brighten Made

This website is for a designer called Brighten Made. This is the type of website that could appeal to a wide variety of people due to the neutral colours used. The layering between the fonts and the images is also interesting and something that may be carried through to the website design for Ink and Izzy. Although this website is appealing and has some nice qualities it is not unique and does not stand out in a crowd as there are a lot of websites designed like this at the moment and appears to be a growing trend for the neutral colour scheme and boxy images.



THE MODERN SILO

branding, shopify website, copywriting



LOVE + GREY

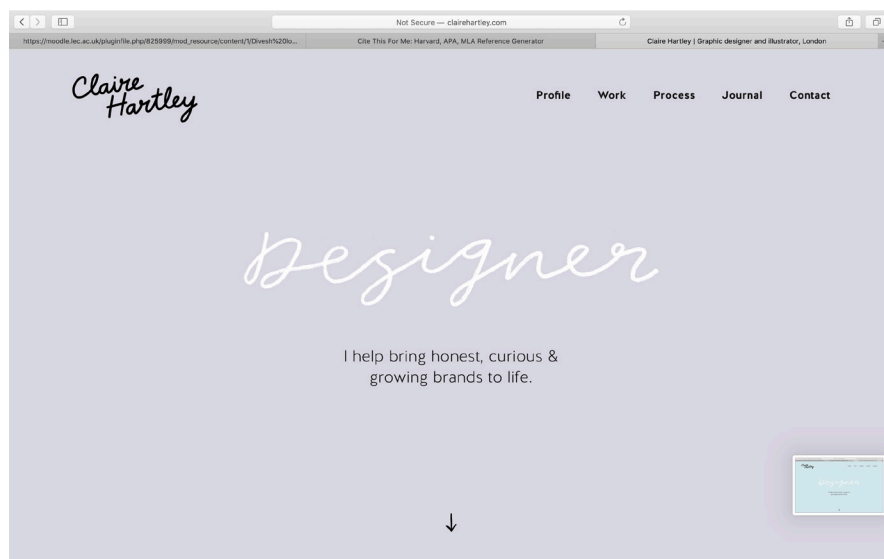
branding, collateral

(Summers, n.d.)

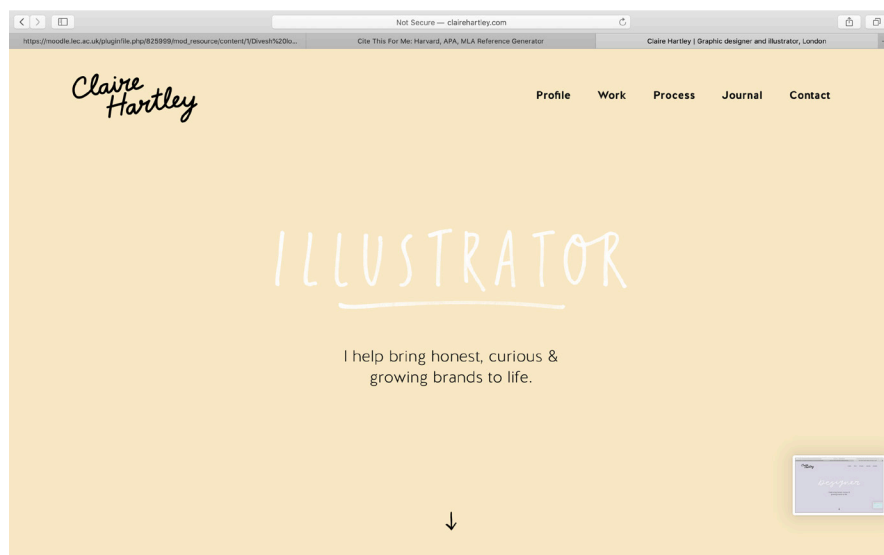
# Claire Hartley

Claire Hartley is a graphic designer and illustrator who specialises in branding as well as packaging design. The website has her logo in the top left hand corner which means that it is noticeable on all of the pages, but, also does not distract from her portfolio of work.

The website uses square shapes for the majority of it to add structure, but, then uses a more hand written typeface which helps to soften any harshness. On the landing page the screen changes colour to different pastel shades whilst also changing the writing from illustrator to designer on a loop which advertises her main two skills



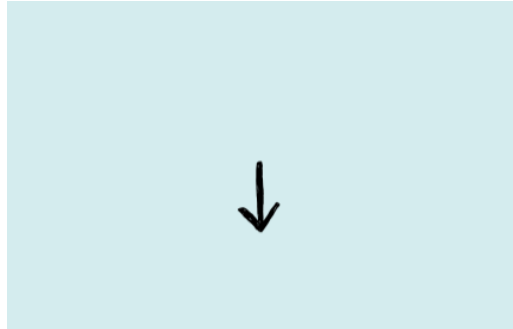
(Hartley, n.d.)



(Hartley, n.d.)

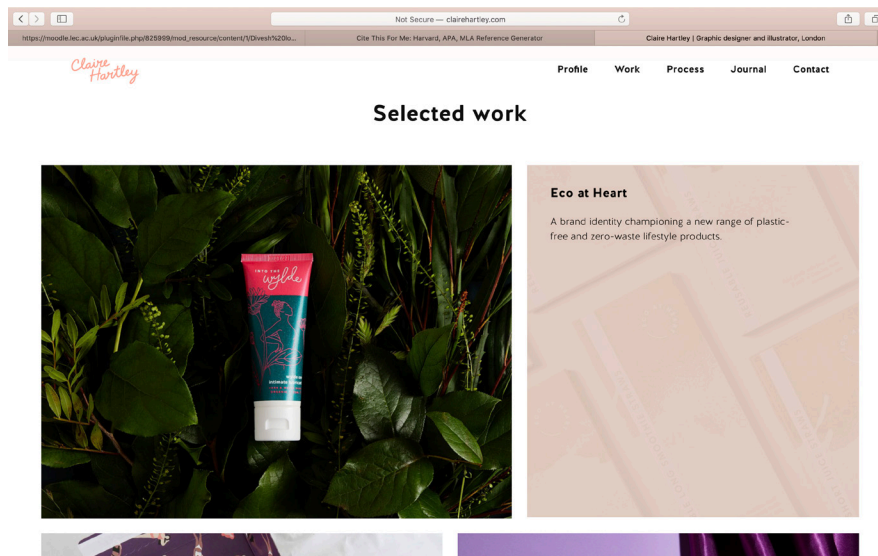


# Claire Hartley



(Hartley, n.d.)

The website also uses small animated illustrations such as arrows which help to direct the user when they need to navigate to next. The idea of this is really useful and shows that the UX has been thought about clearly. This will be something that is used on the website being created.



(Hartley, n.d.)

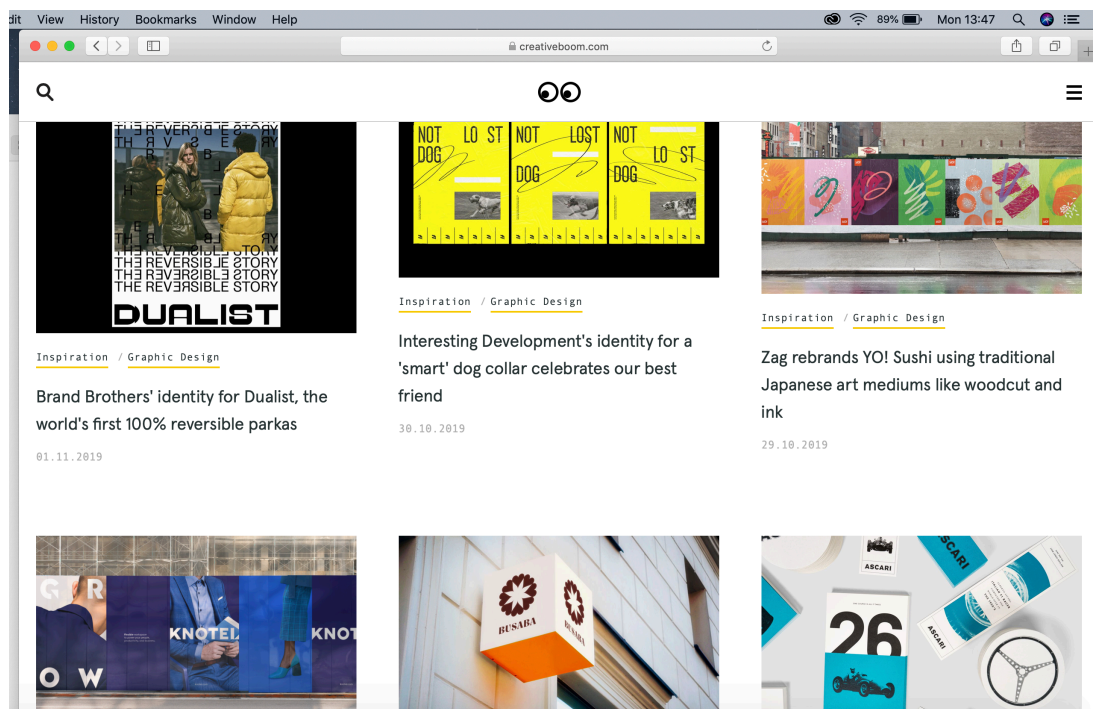
When rolling over one of the images on her portfolio the image has a semi transparent overlay which outlines what the project was from. This is a really good idea and something that could be taken forward as the website develops and more work is added to the portfolios.

# Creative Boom

Creative Boom is a design website that has lots of different examples of work from all different creatives as well as articles and interviews that may be of interest to creatives in order to help inspire them.

The logo for the website itself is really interesting and helps to keep the user interacting with the website as the eyes follow the cursor around the screen adding an interactive element. The layout of the website is quite uniformed and neat as it is displayed much like an instagram feed with a bold caption detailing the headline of the article and then a smaller typeface for the hashtags, however, the writing for the hashtags maybe difficult to read for some users. The layout of the website with the bold captions works well as it is simple and they are easy to read.

The website clearly allows the user to navigate to what section they need or want to go meaning that they have considered the UX as well as the UI. The design is though very boxy again and this is not unique as it is used so much at the moment, due to this fact the design for the website being built will not use a boxed layout for the majority of the pages.

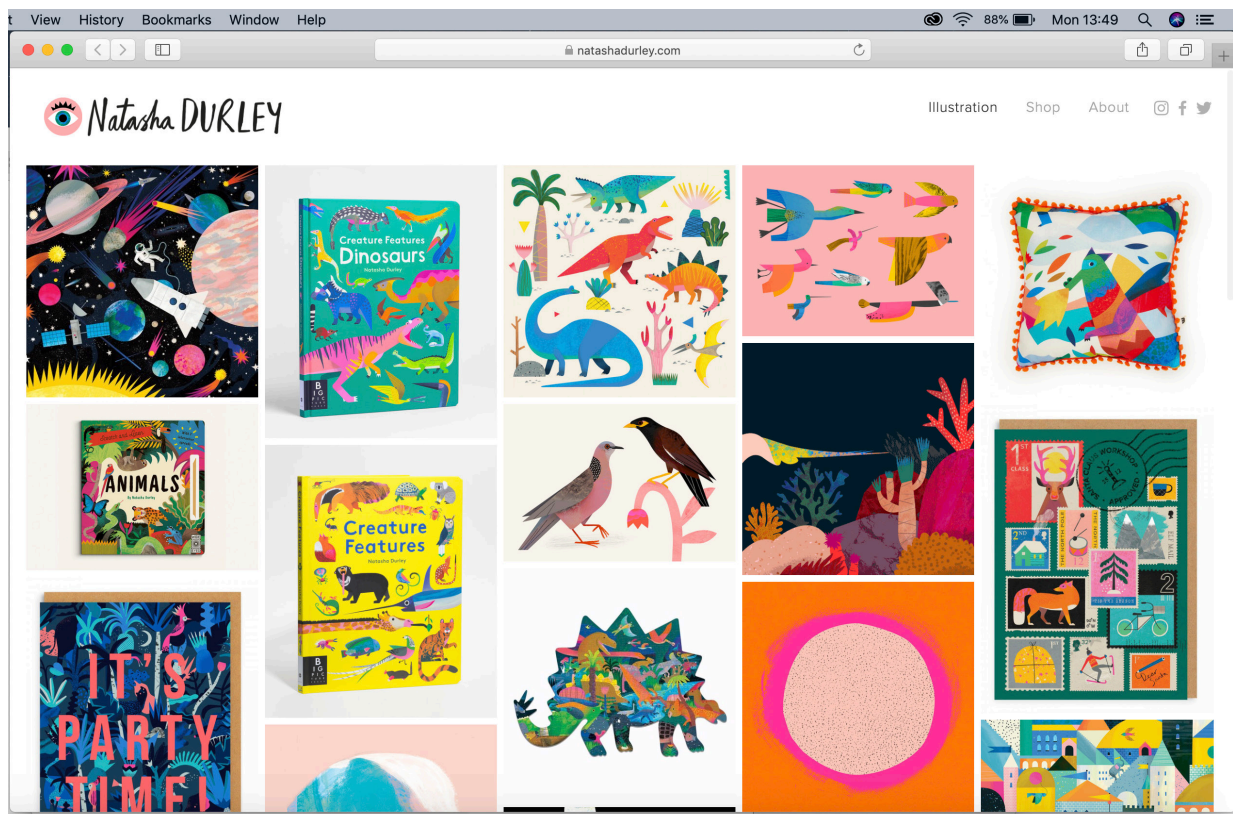


(Creative Boom, n.d.)

# Natasha Durley

Natasha Durley is an illustrator who uses a lot of shapes and textures in her work. All of her work is displayed on one constantly scrolling page which means all of her work can be found in the one place making it easier to navigate around. This though also does not allow for a break down into subcategories meaning that if a user has come to the website looking for a specific type of illustration they will not be able to find it easily and therefore might exit the website before enquiring. The way that the work is displayed is in a squared shape again although this time it is a bit more interesting as they are all displayed at different levels and fit together more like a jigsaw.

Although this is a nice website it is also quite busy and therefore might put some people off as they are overwhelmed with how much is crushed into one space and there are also a lot of different bright colours on all of the examples of work making it hard to focus on one particular piece. Due to these factors this website is not something that will be being used for the website that is going to be created. It seems to be geared more towards a UI rather than a UX as the website is not easy to navigate around.



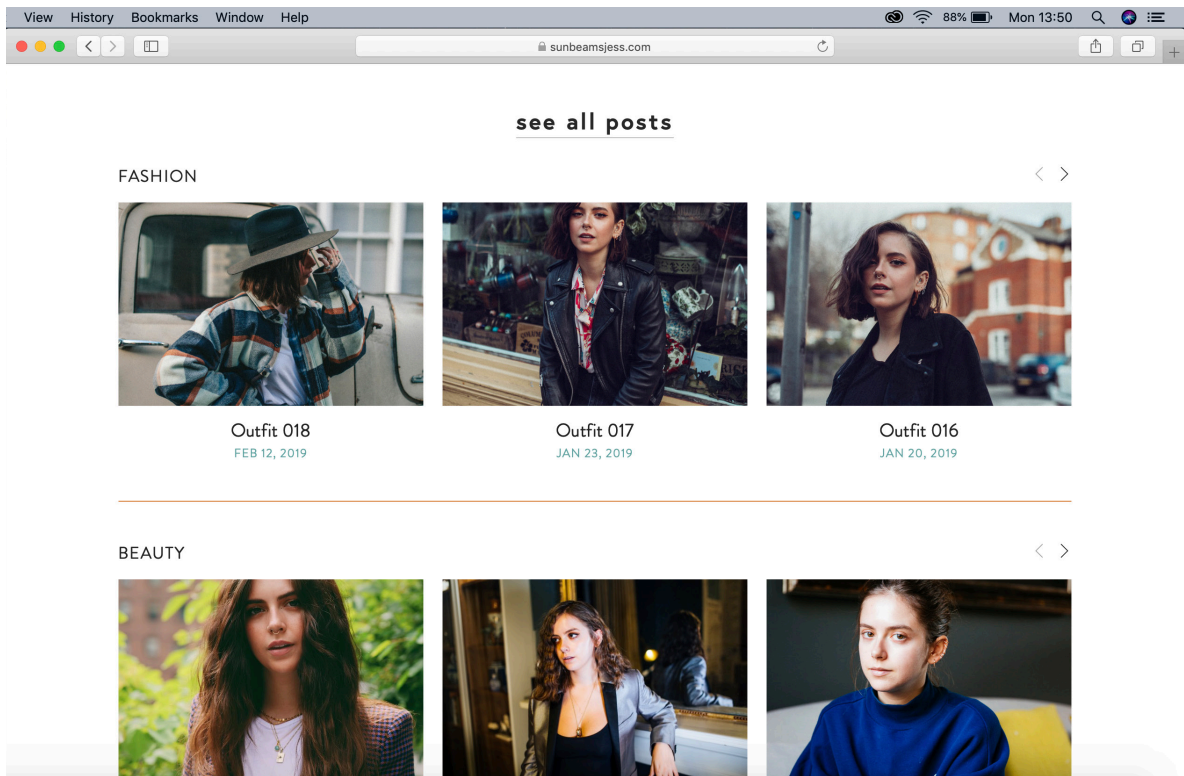
(Dursley, n.d.)

# Sunbeams Jess

This website is for a lifestyle, beauty and fashion blogger who goes by the name of Sunbeams Jess.

The website again uses a lot of images which users tend to lean towards as they are more visually appealing. The website allows for a simple design with a black, white and grey colour scheme. The images are again placed in a block type design which is a trend in web design at the moment, however, as so many web designs are using this it does not really stand out from the crowd any longer. Only three images shown at any one time with arrows at the top so that the user could easily navigate between pictures which helps to keep the web page simple and uncluttered. The UX has been covered here because of the easy to navigate and simplistic design, however, the UI has not been thought into as much as this is not a memorable website and could easily be lost in a sea of similar designs.

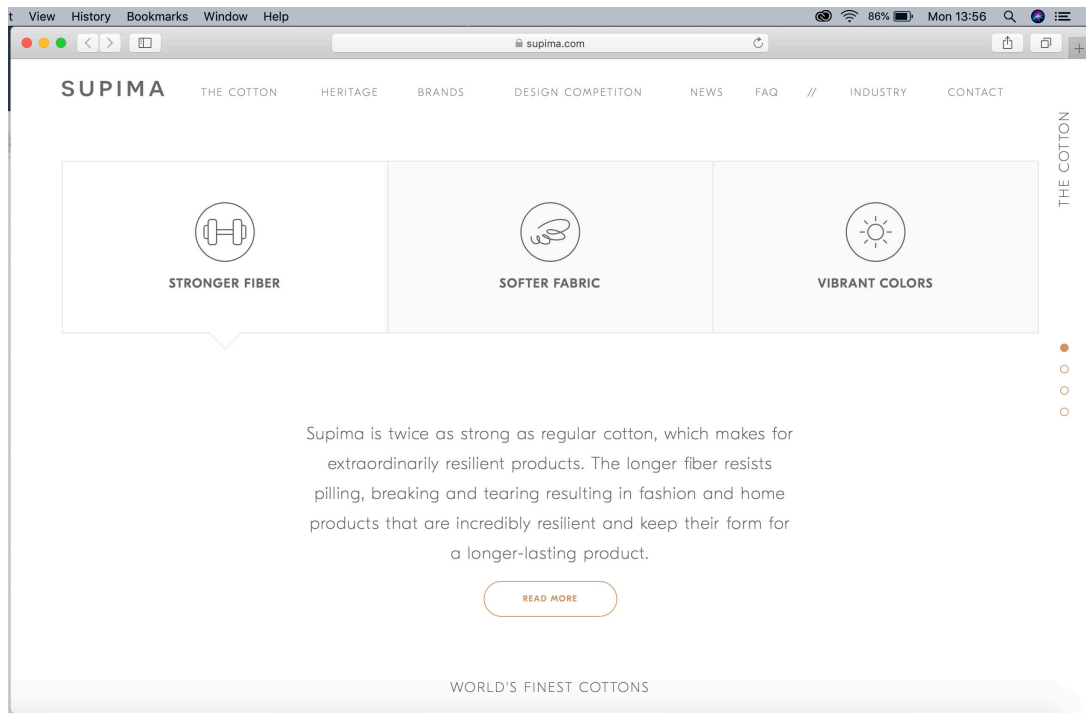
As there have been so many repetitive designs so far boxy images and layouts will be something avoided as much as possible in the design process to make the website that is being created stand out from the competition.



(Sunbeamsjess, n.d.)

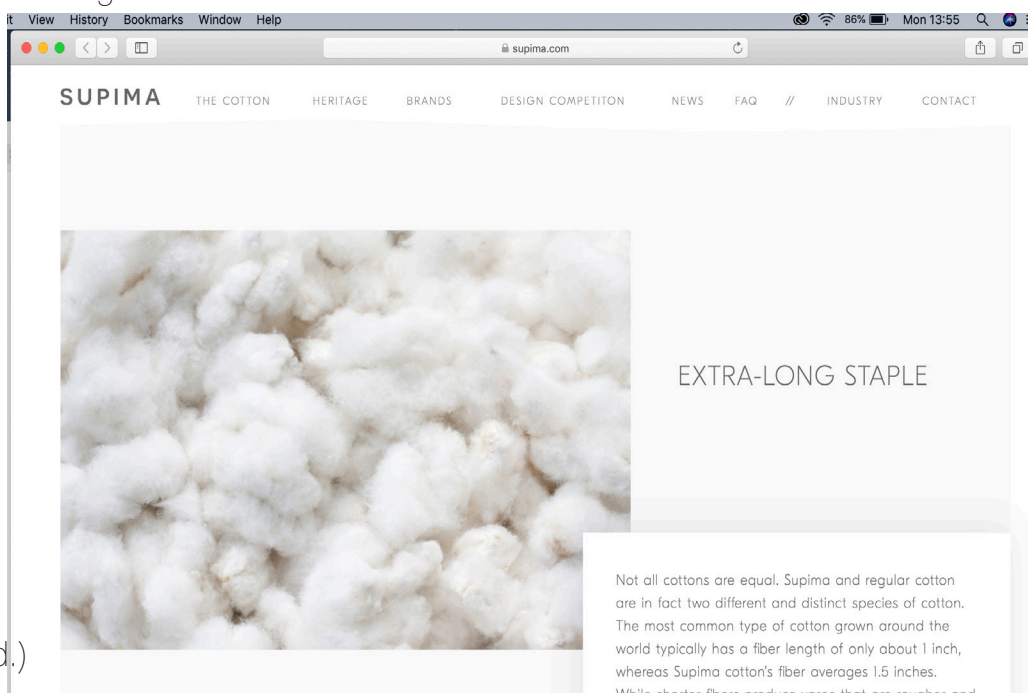
# Supima

The way that Supima's website has the icons layed out is simplistic and yet effective. It allows for the user to clearly see what each tab has to offer before it is clicked on for more information. These icons are also quite minimalistic iwhich gives a cleaner more concise finish to the page.



(Supima, n.d.)

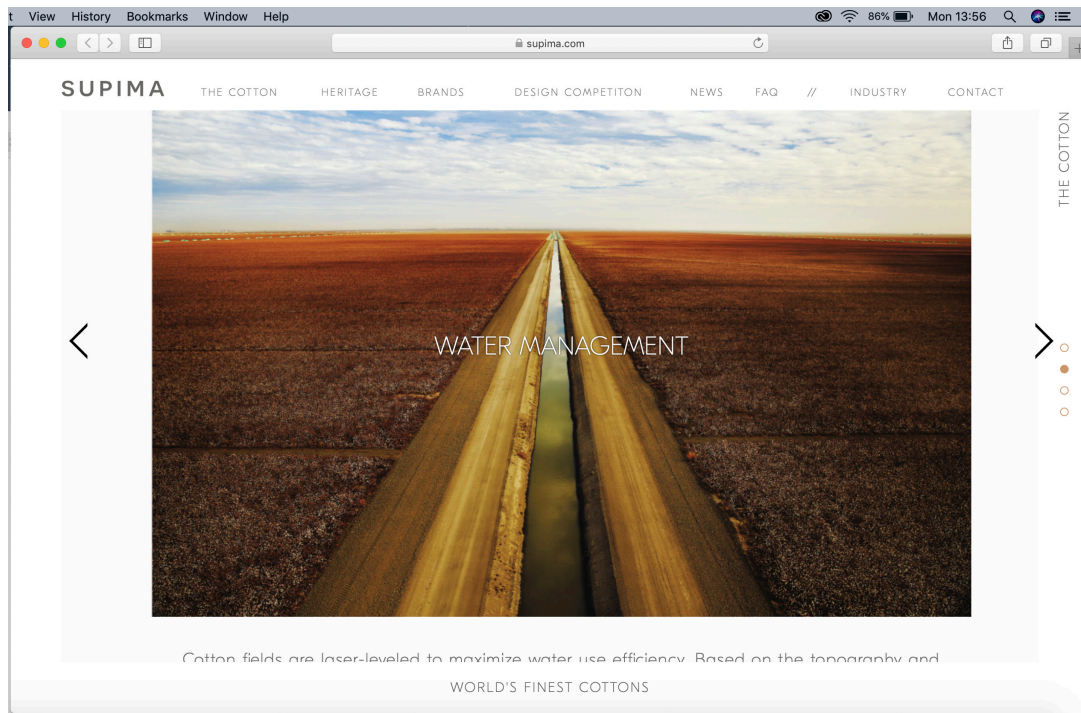
The layout on the information pages is more interesting than the other web designs that have previously been looked at as the images and the text overlap one and other creating a more textured approach as well as still being practical. This shows both the UX and UI have been considered carefully.



(Supima, n.d.)

# Supima

Other page designs where there is one larger image is a carousel so that larger images can easily be flicked between to get a good view without the need to use a lightbox to expand up on the image. This is an element to be considered for the website design as it would allow for the images to be easily seen.

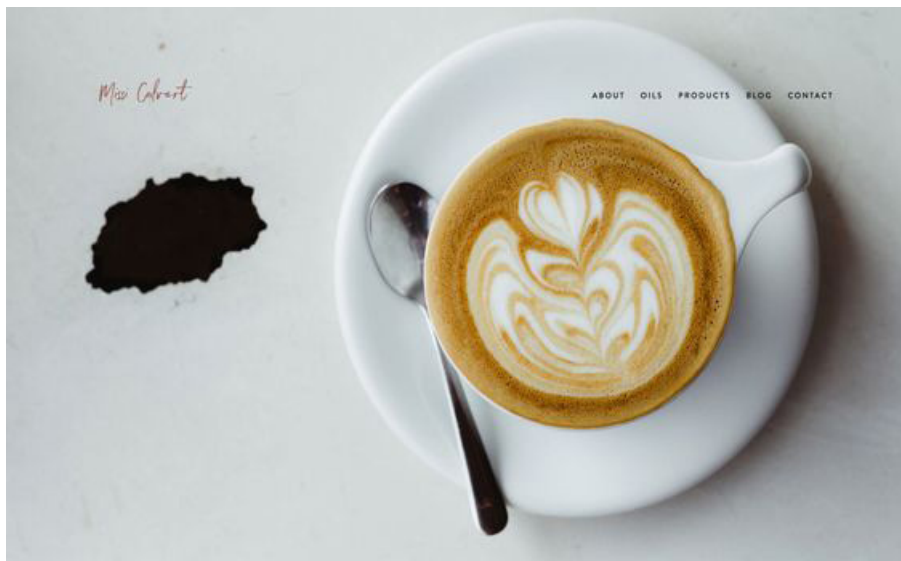


(Supima, n.d.)

# Missi Calvert

This website is the portfolio of a photographer named Missi Calvert. On her website the home page is simply one of her images that she has taken and then resized it to fit as the background on her homepage. Her logo which is her name is then fitted with padding into the top left hand corner of her home page. The menu bar then sits on the right hand side of the image with the same padding as the logo. This all fits neatly together neatly and is simple yet effective.

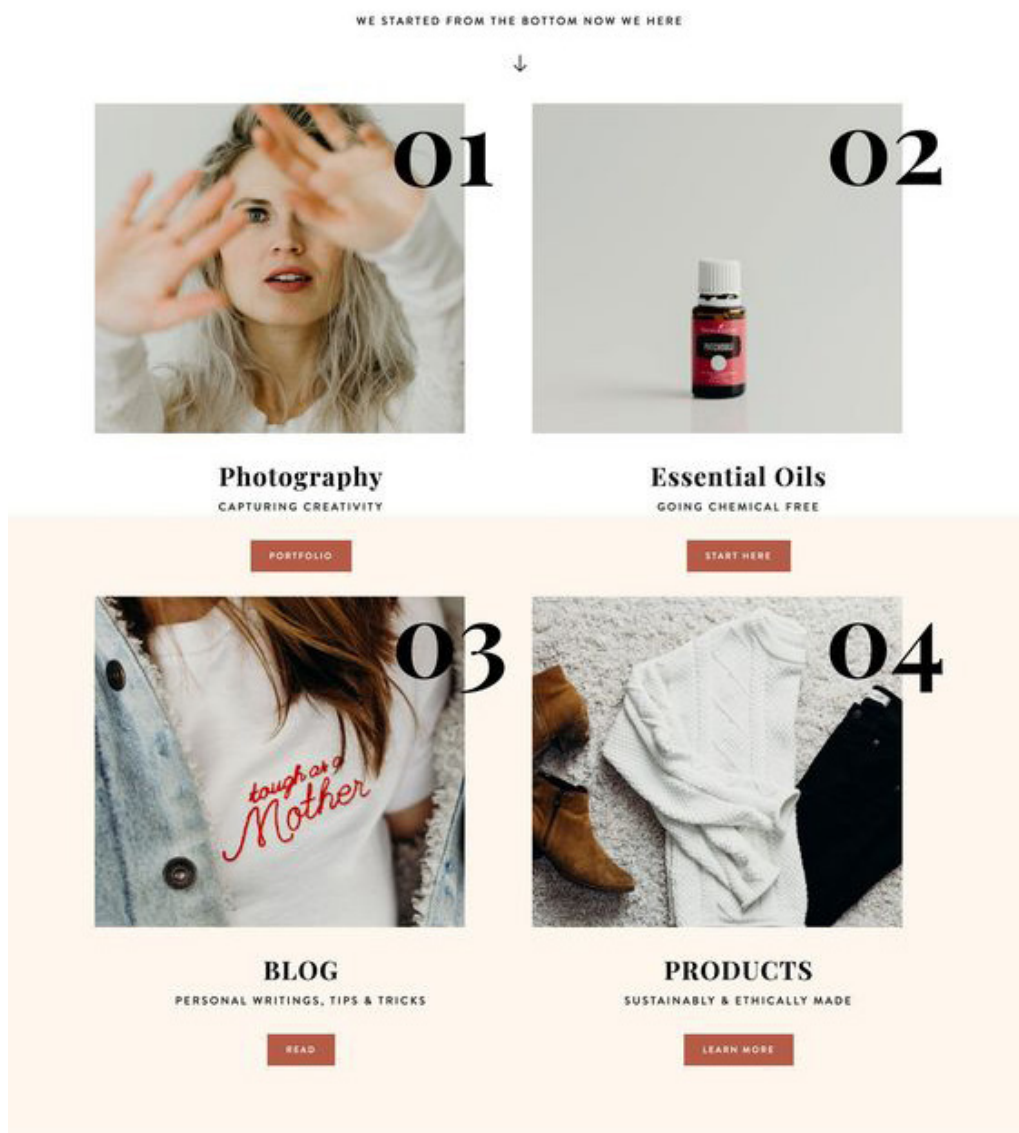
The layout of the logo fitting into the top left hand corner is something that will definitely be used in the website that is being built as it help to make it stand out so that people learn the brand as well as not taking away from what is on the rest of the page.



(Calvert, n.d.)

# Missi Calvert

When clicking on the menu items along the top the you are then taken to the page that it indicates. The layout of these pages is like having polaroids laid out side by side as the images are the size of a polaroid and then the white gap underneath with the text is like the white area at the end of the polaroid image. This is a good use of UI as she is a photographer and polaroids are a type of photograph. Similar to some of the websites looked at there is overlapping text and images is which helps to create interest within the page since everything is very neat, uniformed and square.




(Calvert, n.d.)



# Missi Calvert

The layout of the contact page continues to use the overlapping of shapes, images and text helping to keep a flow of continuity from page to page. How consistent the theme of the website is really helps to make it flow and give a please User Experience this is something that needs to be considered when building the website in order to make sure that it flows well through out all of the different pages.



LIVING SIMPLY &  
CONSCIOUSLY  
**MISSI  
CALVERT**

*Hey there, I'm Missi!*

I am a Colorado Native from a small country town living in the big city of Nashville, TN with my husband and daughter. I live for coffee and Dr. Pepper(! like caffeine, okay?), I eat freegan(vegan, but free to do what I want), I think camouflagé jokes are hysterical, I love Jesus and I also say the F word. I am the whitest half-hispanic ginger you'll meet, and I am the first person crying during an episode of This is Us.

[THAT'S NOT ENOUGH, TELL ME MORE!](#)

**Grab Your Starter Kit!**

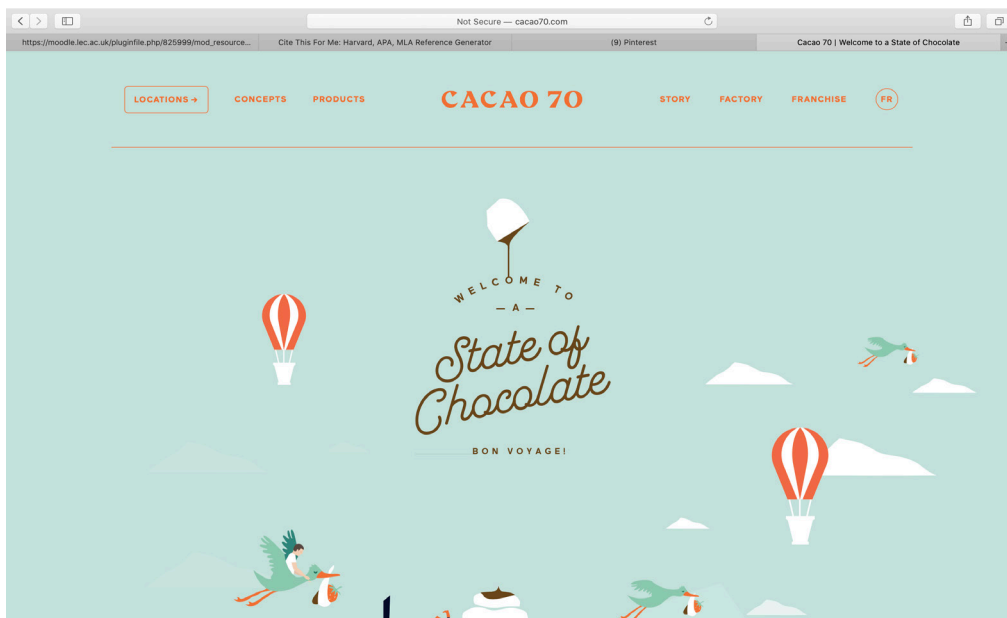
Want to start your journey with Essential Oils? Purchase a starter kit!

[PURCHASE HERE](#)

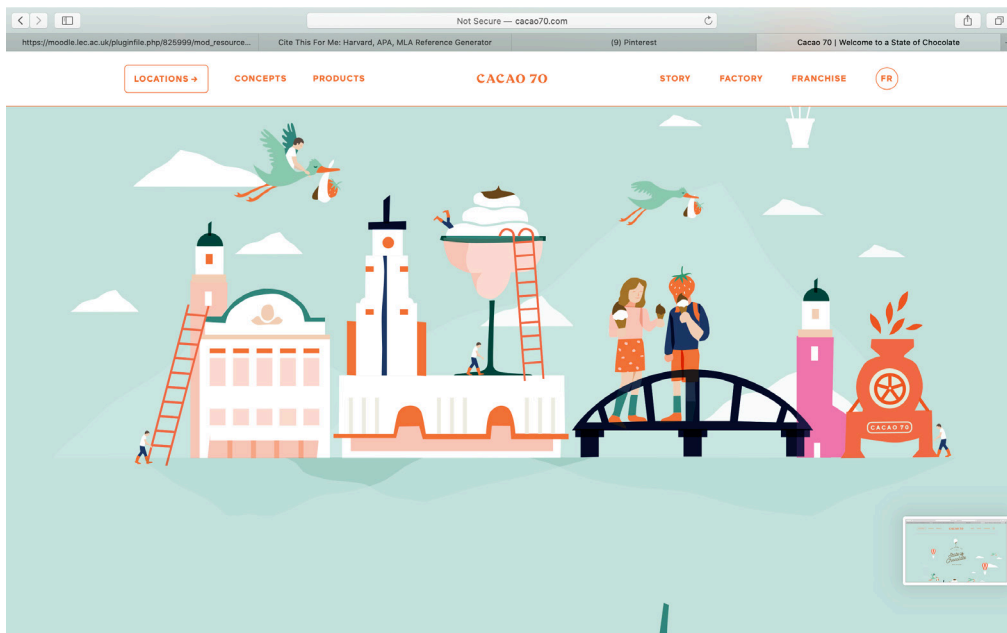
(Calvert, n.d.)

# Cacao 70

Cacao 70's website is very illustrative and have thought clearly about the fact that they want to advertise chocolate in a magical way by having an imaginative illustrative scene throughout the whole of their landing page. The colour scheme works really well in pastel shades with the simple illustrations giving the appearance of sweets and chocolate by using the red and white on the hot air balloons etc. The illustrations on the website and the colour scheme make it stand out compared to a lot of other websites as it looks unique and really shows that the UI has been payed a great detail of attention. As the illustrations work so well and are unique these are something that should be taken forward to the website being built as it will make it stand out and be visually appealing.



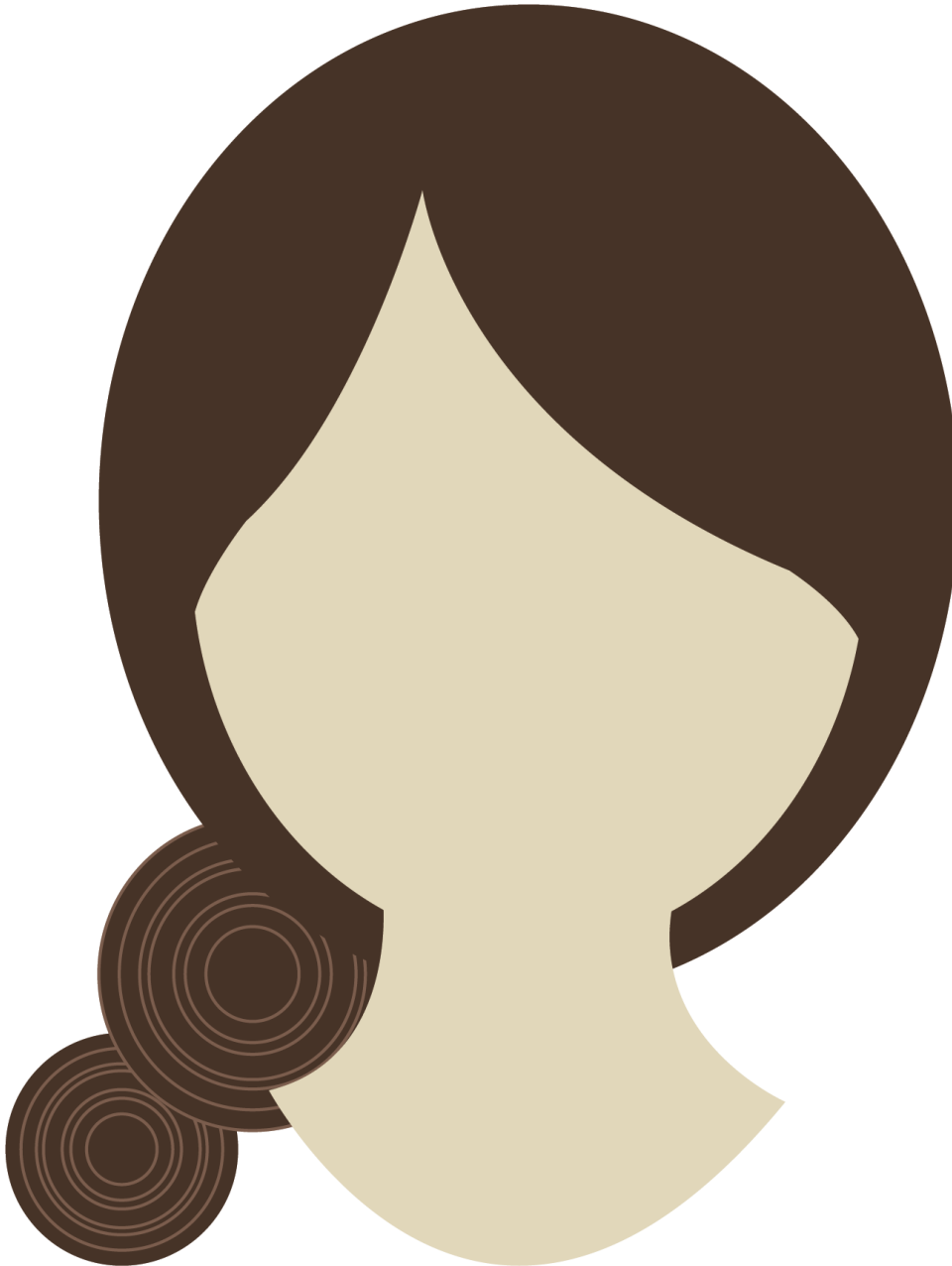
(Cacao 70, n.d.)



(Cacao 70, n.d.)

Possible Users

# Persona 1



Name; Jenny Fischer

Age; 34

Job; Author

Gender; Female

Family; Lives with boyfriend

Location; Pennsylvania, United States

Stressed

Prefers skype calls and emails

Likes; Writing, walks in nature, relaxing with friends/ boyfriend

Dislikes; wasting time, lack of communication

# Persona 2



Name; Tom Smith

Age 18

Job; Student/ part time customer assistant

Gender; Male

Family; Lives at home with Mum and younger brother

Career Path; Carpenter  
Location; Leicester, England

Calm

Prefers contact via meetings

Likes; Football, seeing friends, photography

Dislikes; Early mornings, not earning much money

# Persona 3



Name; Sammy Davies

Age; 55

Job; Entrepreneur

Gender; Male

Family; Lives with wife and 3 kids

Location; Scotland

Happy

Prefers any form of communication.

Likes; Hiking, running, business

Dislikes; Lateness, bad food

# Logo Research

The logo for the business needed to be redesigned as although the previous logo was okay it looked as though it was just an illustration business rather than a business that would be able to do illustrations and any other design work that may proposed for the business to create.

*ink & izzy*

In order to get a good idea of what logo would work best for people a questionnaire was created asking 34 people, 22 of which were male and 12 female.

After collating the data the logo which came out on top was logo number 1 with 17 people out of the 34 choosing it.

The pie charts below represent how many people and what genders they are. Grey being female and black being male.

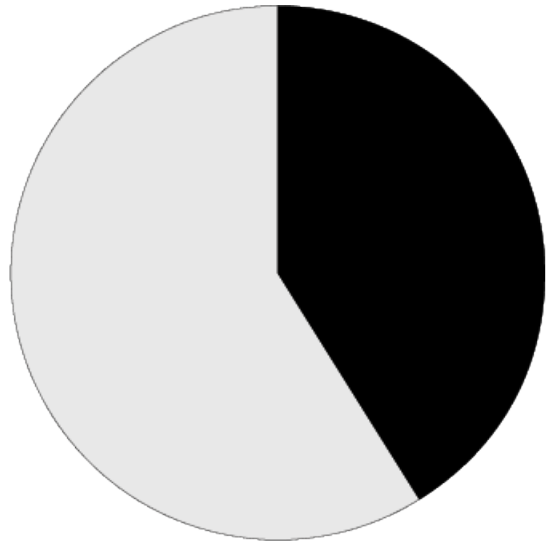


3 people voted for logo number 1.

2/3 of the people were female and 1/3 were male.

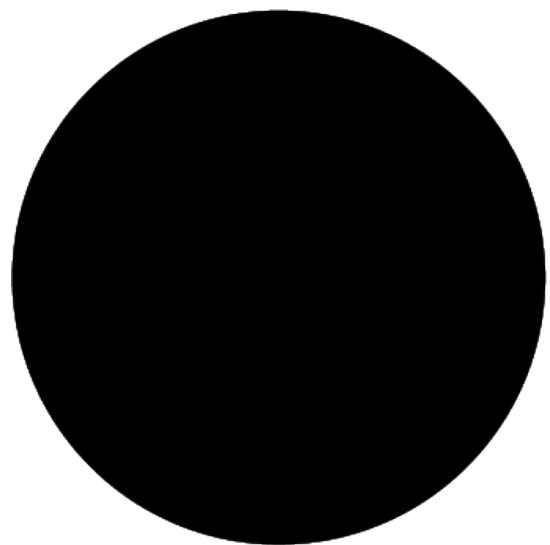


# Logo Research



17 people voted for logo number 2.

10 of the people were female and 7 were male.

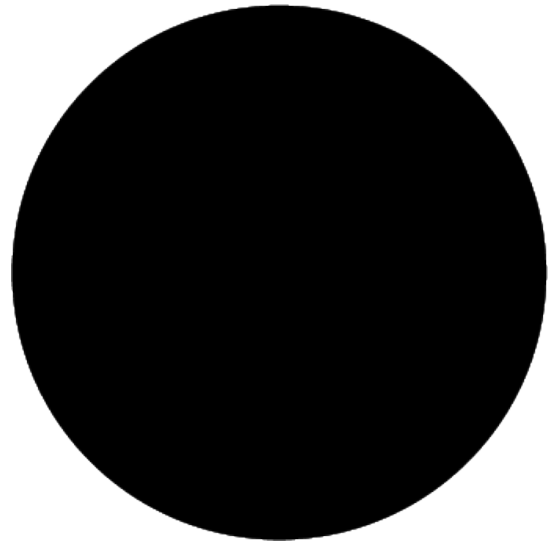


3 people voted for logo number 3

All of the people were male.

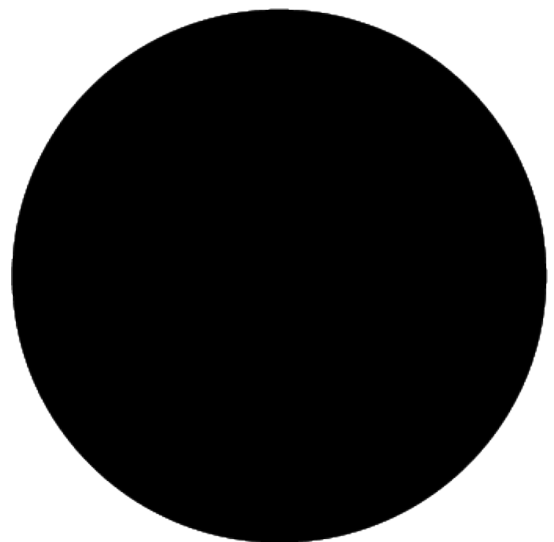


# Logo Research



8 people voted for logo number 4

All of the people were male.



3 people voted for logo number 3

All of the people were male.

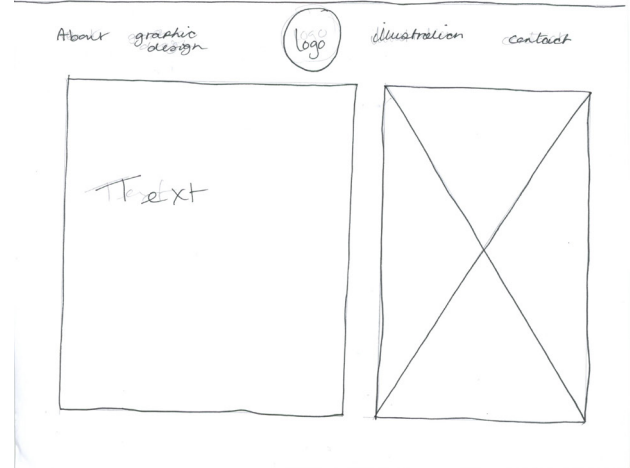
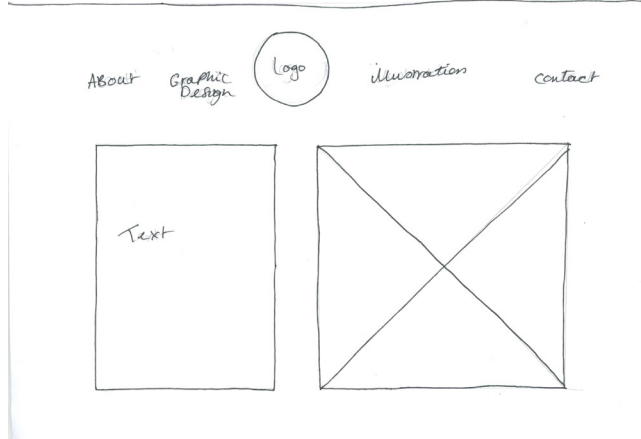
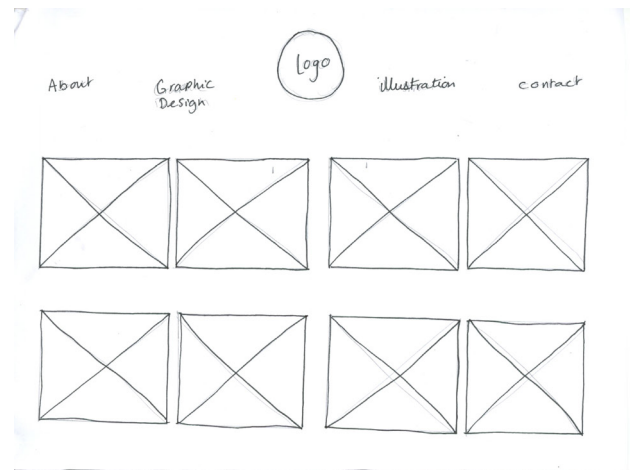
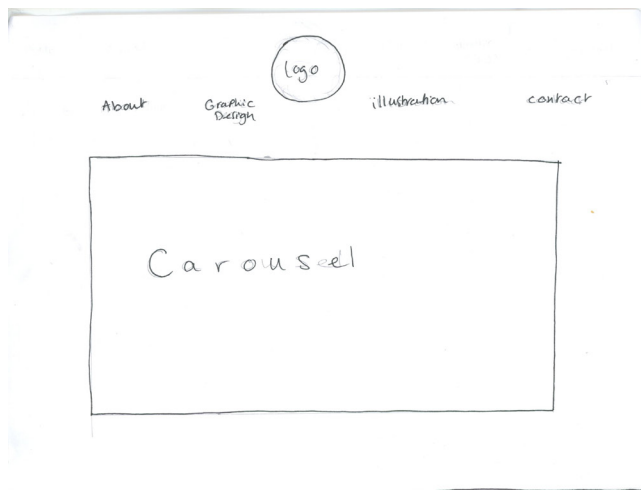
Wireframes

# Wireframes 1

Three sets of wireframes have been created for the website. The first is depicted below. In this design there is a carousel on the homepage, this will be showcasing various examples of work that are featured on both the graphic design and illustration pages.

Both the About page and the Contact page will have the same layout which is to have the text on one side of the page and an image on the other side of the page.

Finally the Graphic Design and Illustration pages will have a very structured layout having many examples of work side by side with a small caption underneath. These images can then be clicked on to expand them.

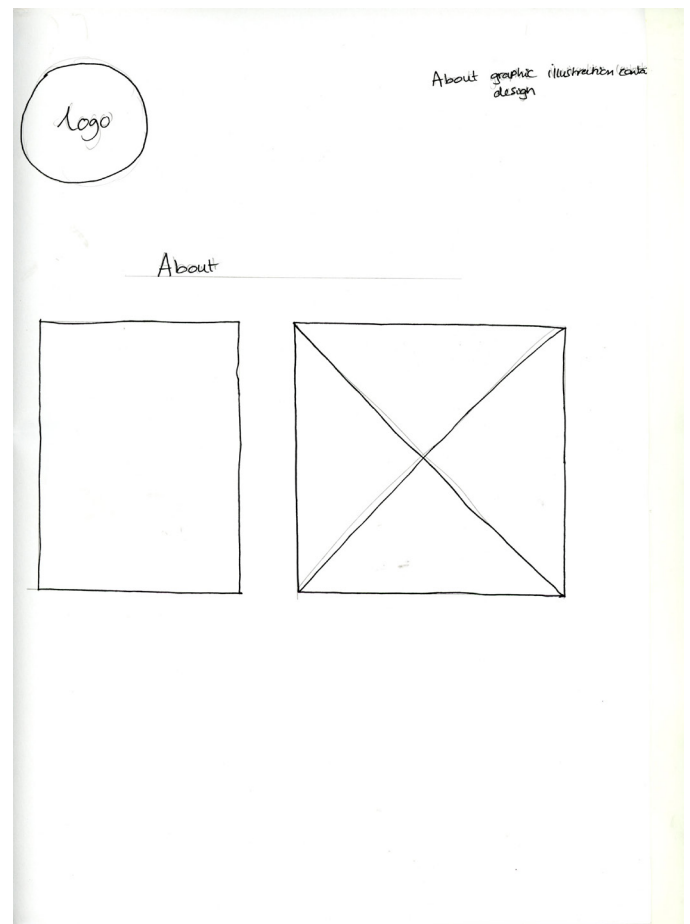
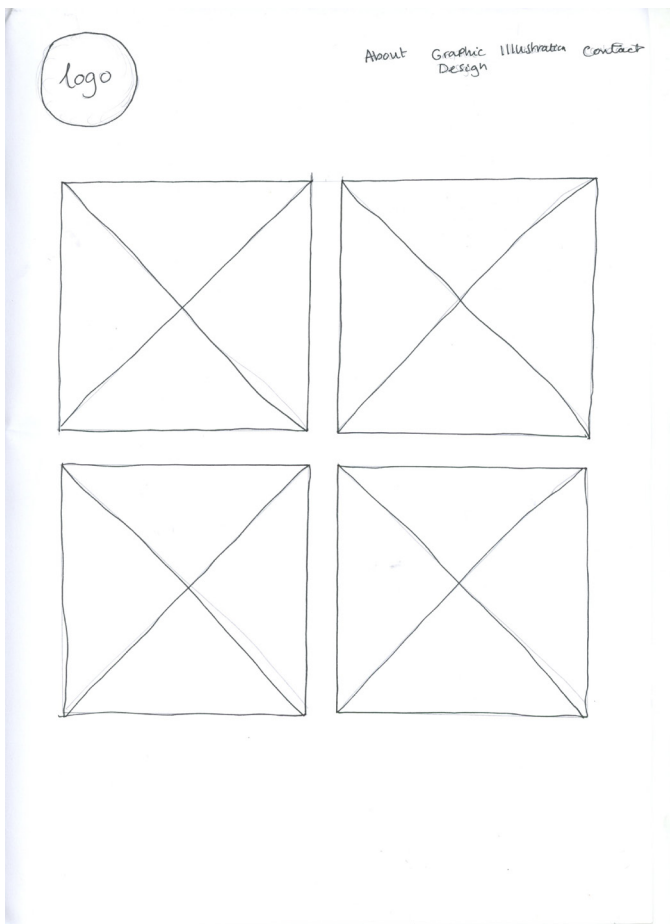


# Wireframes 2

This wireframe depicts having the home page with samples of work on from both the Graphic Design and Illustration pages these will be set out almost like an Instagram checkerboard with a small caption underneath the images.

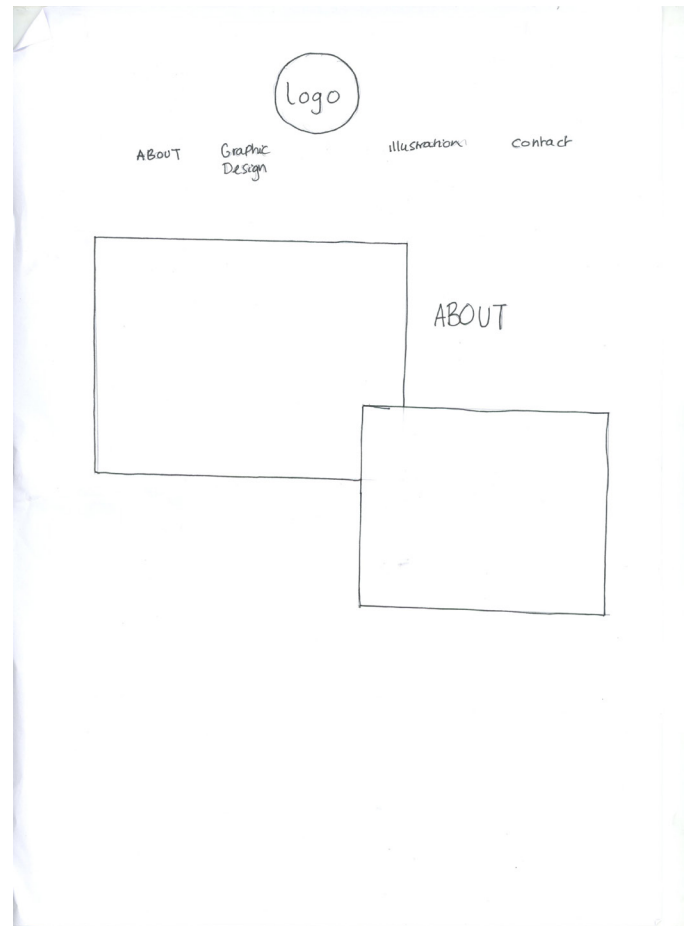
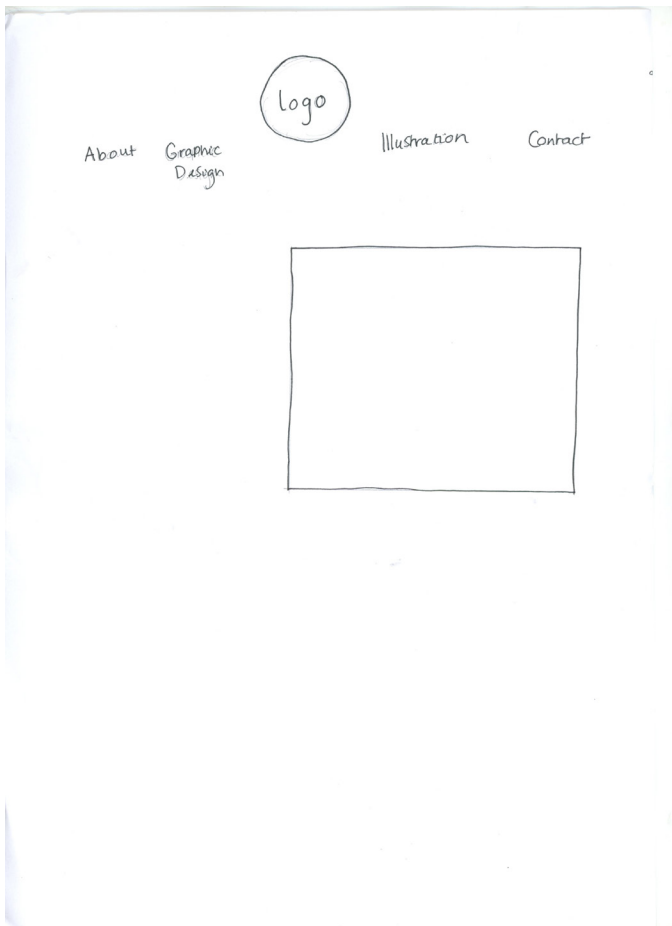
The Graphic Design and Illustration pages will have the same layout as the homepage and then the About and Contact page will have a different layout which is text next to an image.

The menu bar will be at the top of the page, but, will follow the page when scrolling down. The logo will be in the top left hand corner and then the different pages titles will be on the right handside.



# Wireframes 3

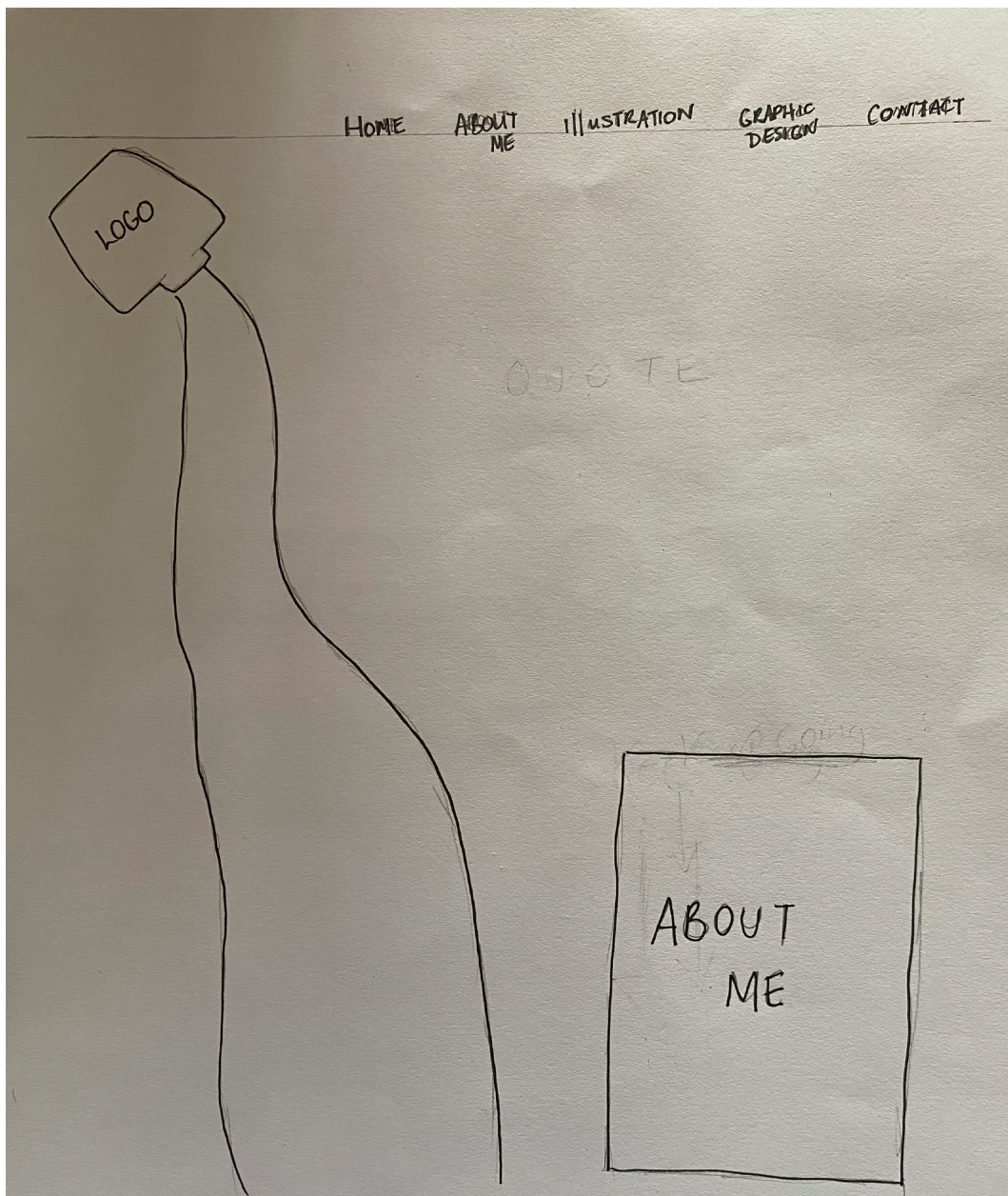
This wireframe is very simple. The navigation will be at the top of the page and will follow the page when scrolling, the logo will be in the middle of the menu bar and will take you to the home page when clicked. All of the pages follow the same layout which is to have images and text overlapping one and other except for the contact page which will have a box allowing people to put in both their name and contact details.



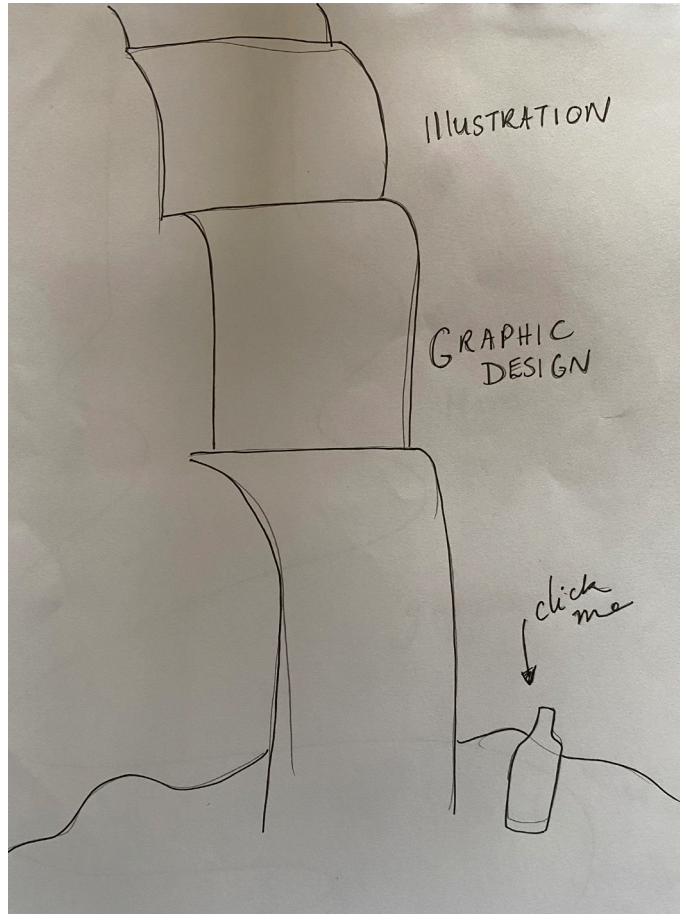
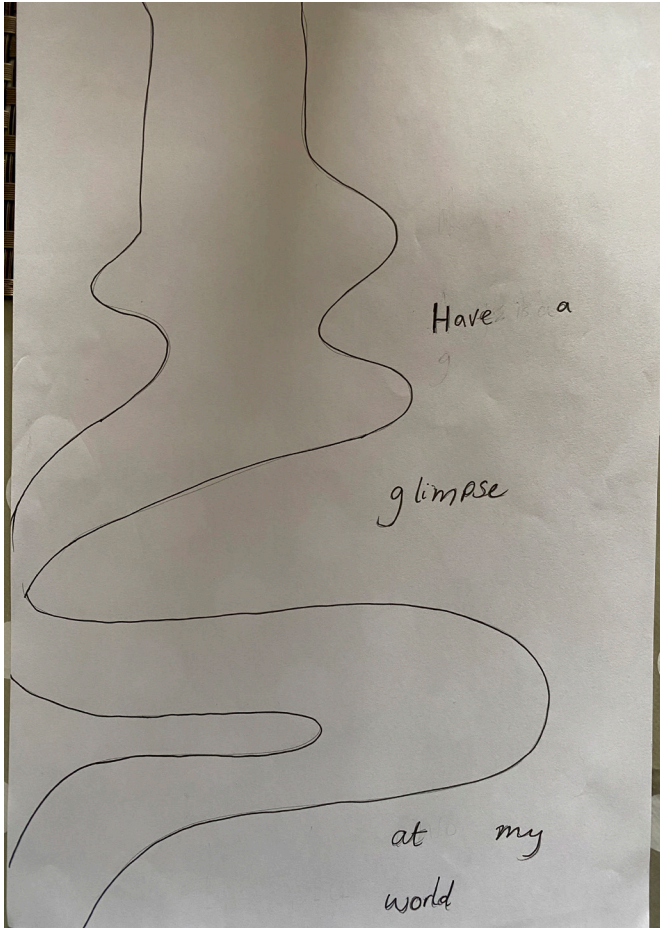
# Wireframes 4

This final wireframe is more illustrative. It will use the idea of the ink bottle starting a waterfall of ink flowing down the screen which will then lead the user to each section of the website. There will then be a hand written title outlining what is under each section.

To access the different pages, the user will need to click on the Graphic Design or Illustration header which will then take them on to a separate page to view a gallery of the work. At the bottom of the website there will be an illustration of a bottle which the user will press and then be taken to a contact page to fill out details.



# Wireframes 4

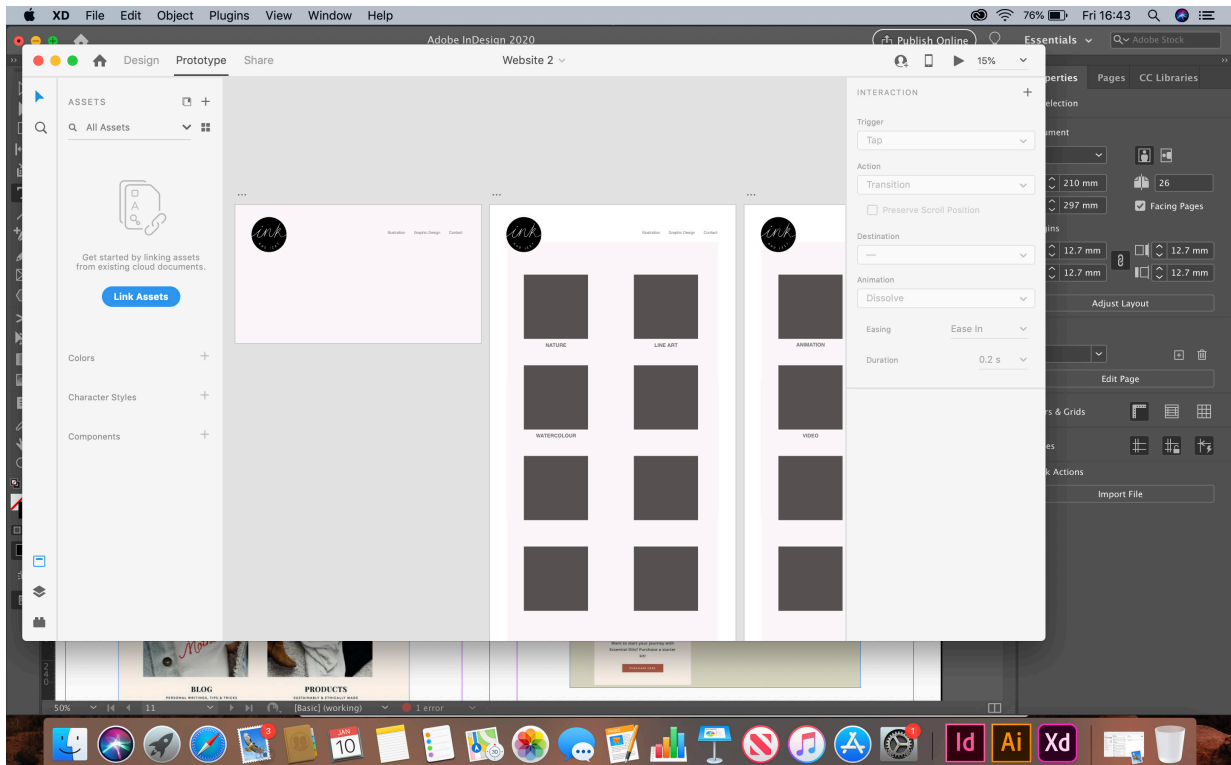


Digital Mockups



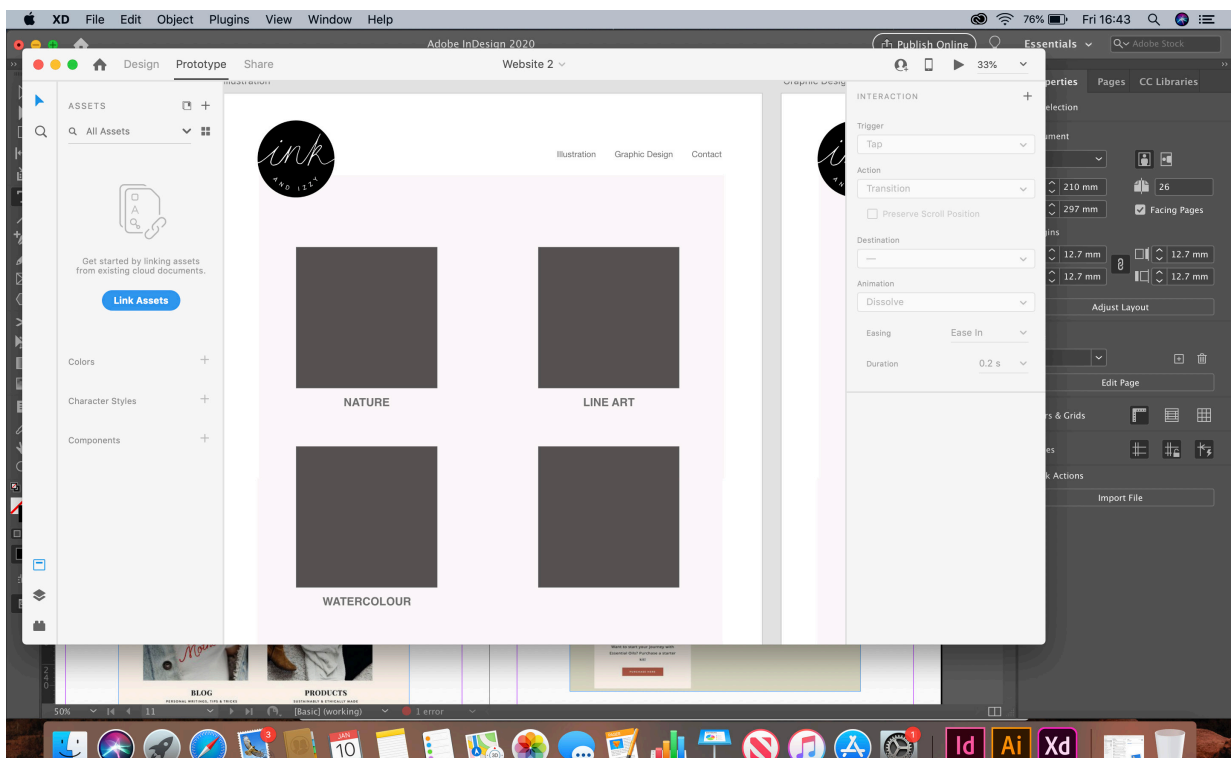
# Prototype 1

Adobe XD was the software used to create a prototype of the website to give an idea of how each of the pages will work and connect up when each button is clicked on. It also shows what the layout will look like on the actual website when it has been created.



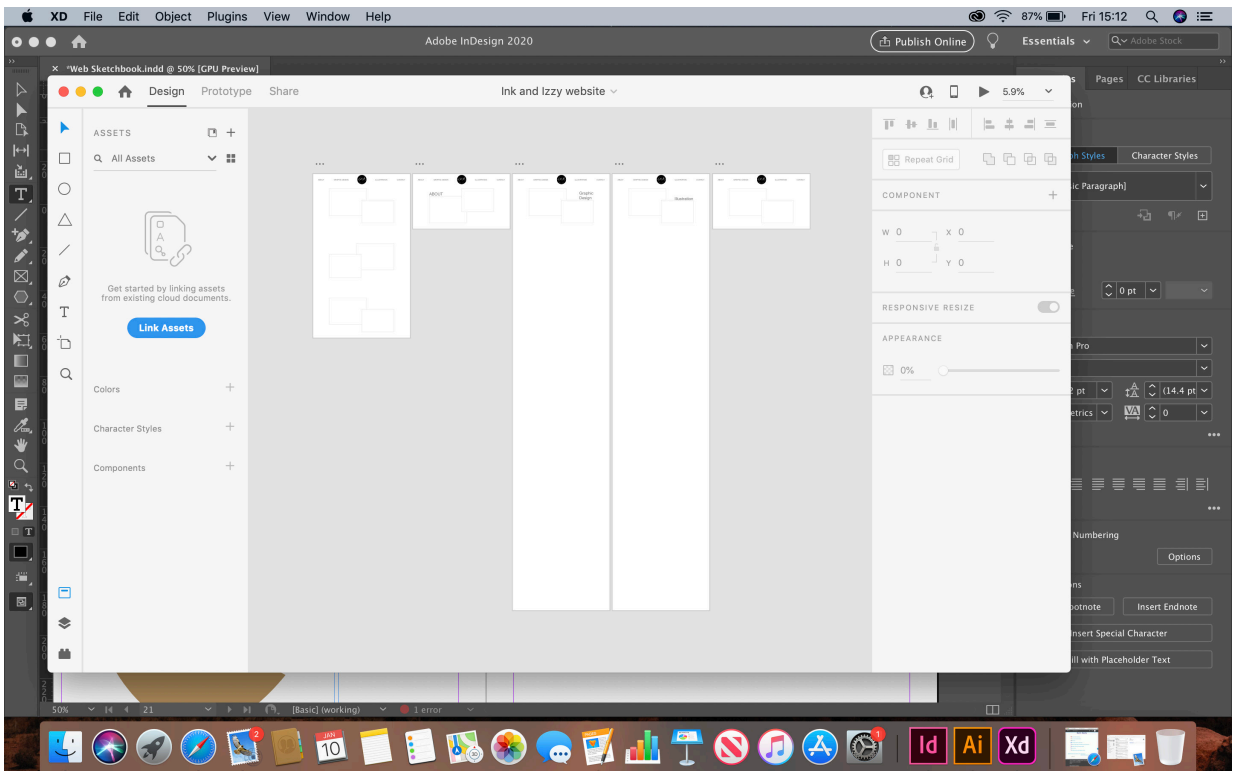
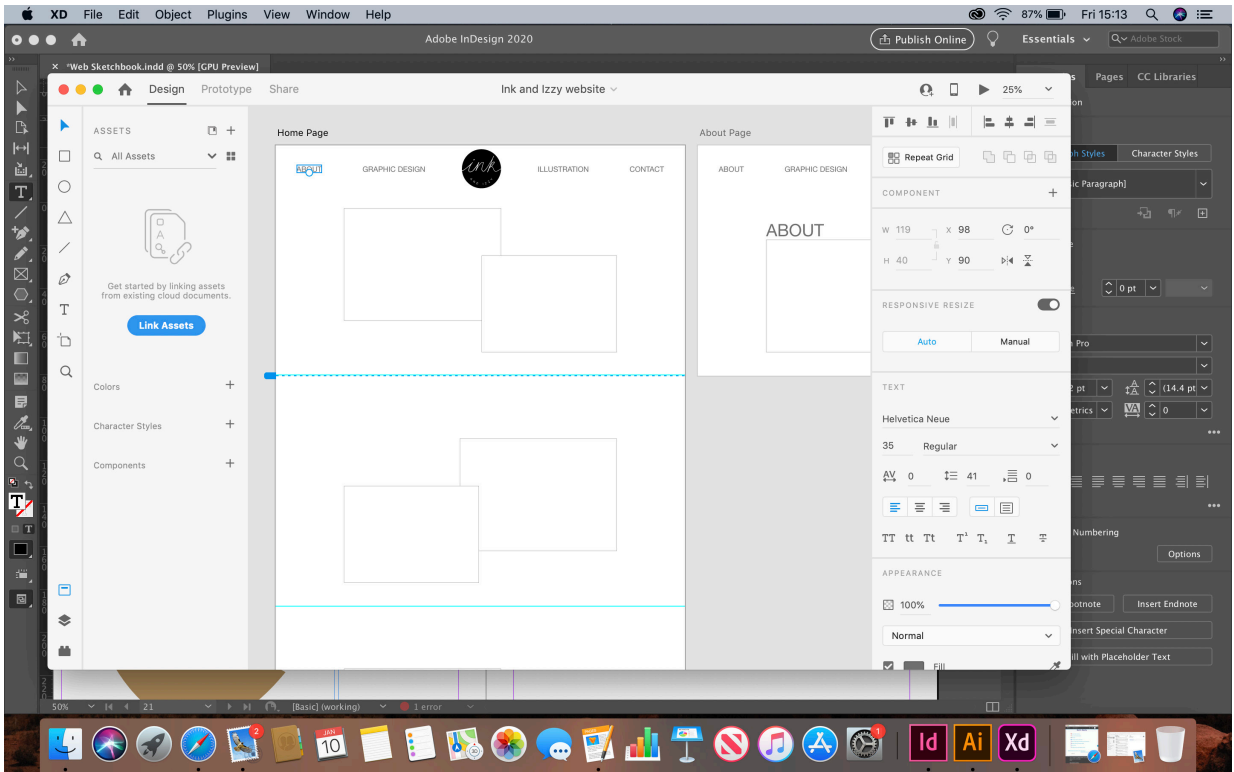
This was the mock up of wireframe 1, it showed that the layout in a more precise way and also helped to show what the colour scheme would be; grey, white and black. It also gives a better view at the style of typography used.

# Prototype 1

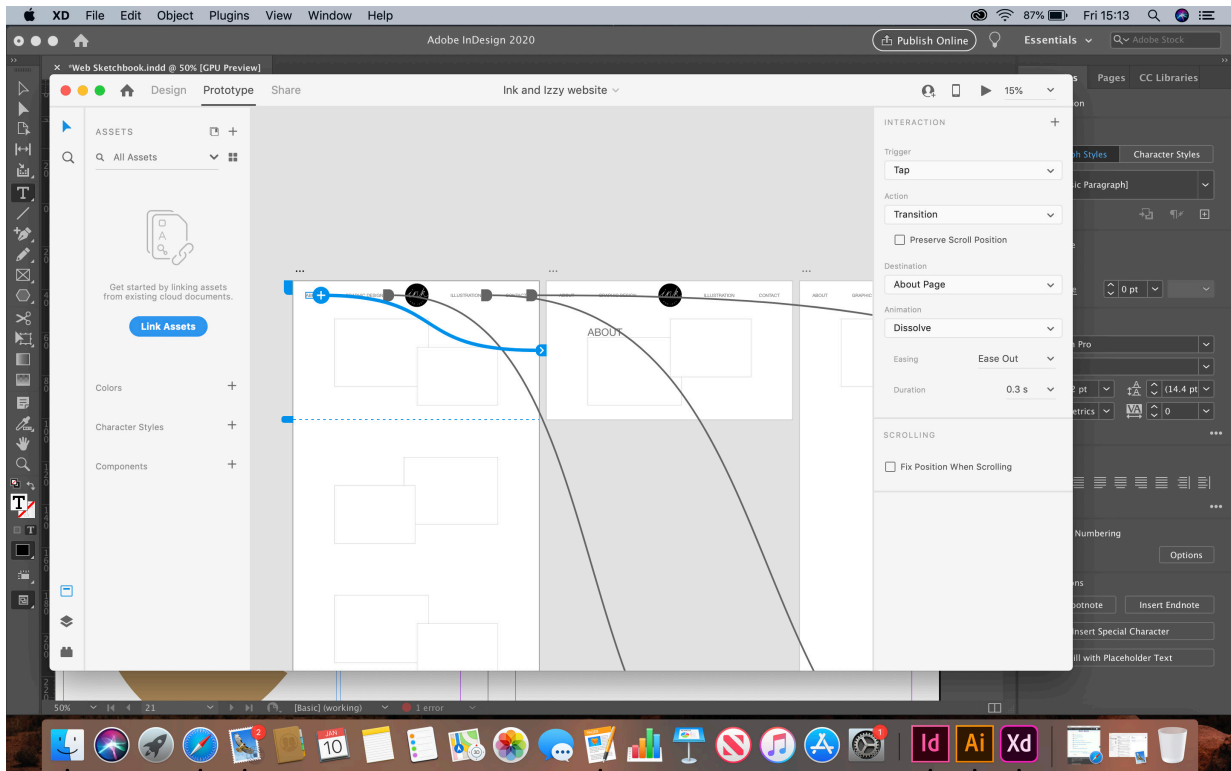


For both the graphic design and illustration pages there would be a separate page created for a portfolio of work created and then this would be split into subcategories on that page so that the client would be able to clearly see the sort of work that they like.

# Prototype 2

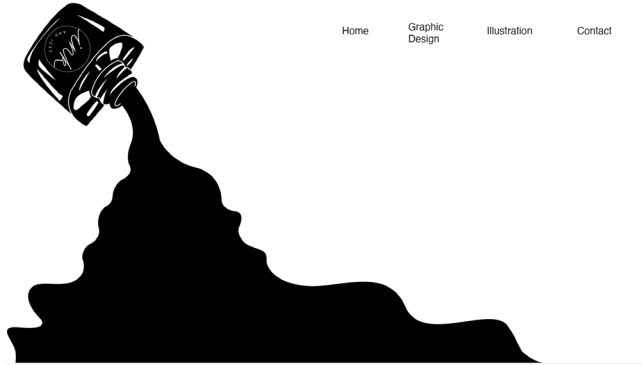


# Prototype 2

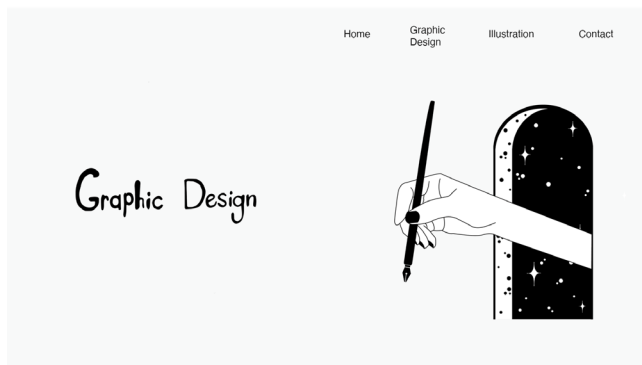


For this mock up of wireframe 2 Adobe XD was used again and gives an outline as to what each section would do. It also shows how each button would be pressed and what page it would take you to. The colours used are again ;grey, black and white to keep in theme with the logo.

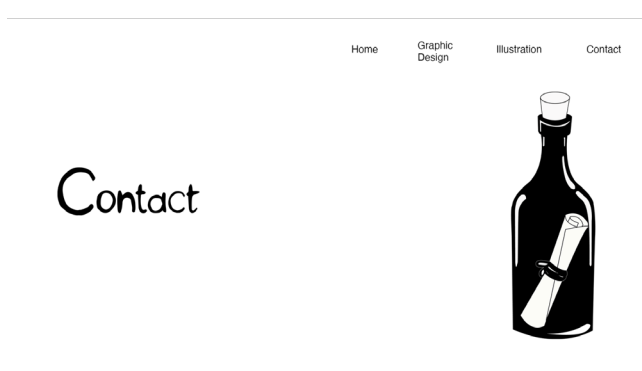
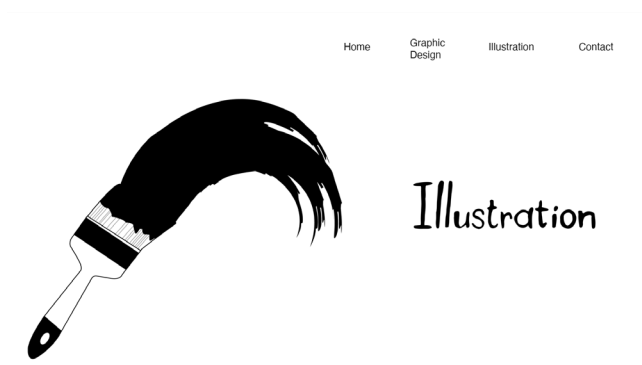
# Prototype 3



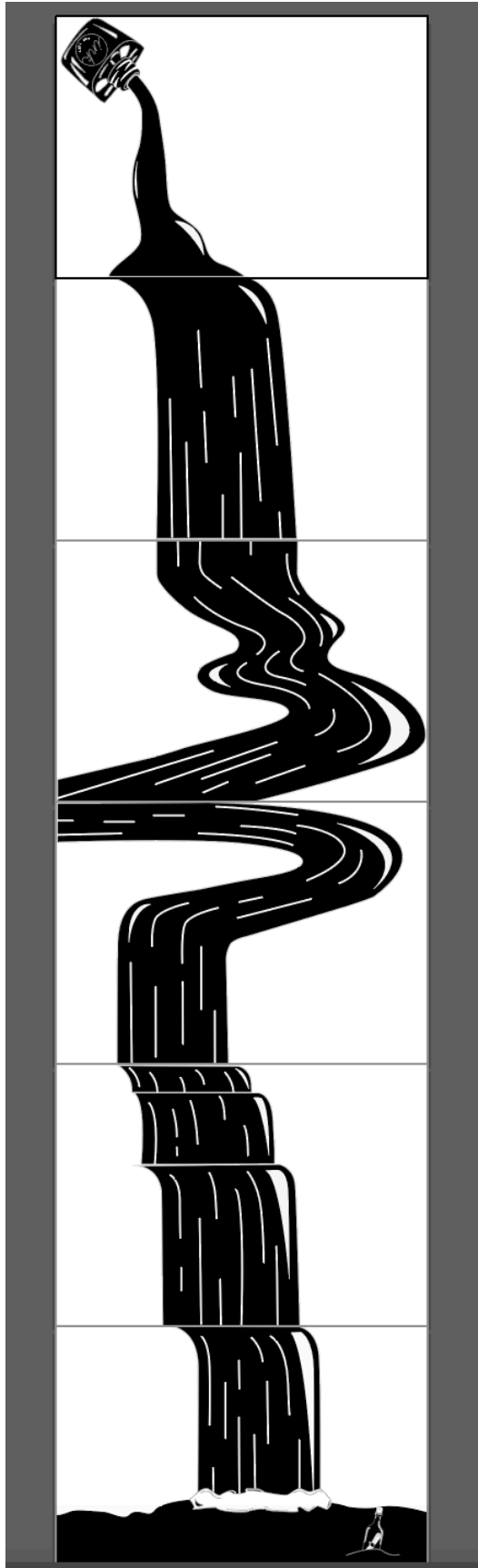
For this mock up of wireframe 3 and this time was made in Adobe Photoshop. This design is a lot more illustrative although it uses the same colour-scheme as the previous two mockups. This time it features a menu running along the top right handside of the page which follows the user through to the other pages.



There are then illustrations on each page alternating sides until the end page is reached.



# Prototype 4



For this final prototype it uses an illustration of a flowing ink bottle to create a waterfall effect that allows the user to be guided down throughout the website.

The menu on the original wireframe has been disincluded on this website mockup though as the website does not require one. The menu would also have followed down the page as the user scrolled, however, due to the fact that the typography on the menu is black it means that you will not be able to see some of the options as the illustrations are black. Due to the fact each page has a link to the examples of work relevant to it, it means that the menu actually become irrelevant and is no longer needed. Therefore a decision has been made to remove the menu allowing for more illustrative work to be placed onto the pages if required.

# User Feedback

34 people were asked again which design they preferred. The overall outcome was that the 3rd and 4th designs were the most popular with the 4th design being the favourite. When asking for elaboration the people involved in the questionnaire said that the most popular designs were a lot more illustrative which went better with the name of Ink and Izzy as well as that the purpose of the website was to be a portfolio for a graphic designer and illustrator.

They also said that the 4th design flowed a lot better as the waterfall helped to link each page together making it easier to navigate and more aesthetically pleasing as well as making them want to scroll down to see more of the image and what it would lead to.

As this is the design with the most positive user feedback then this design is the one that is going to be used for the website.

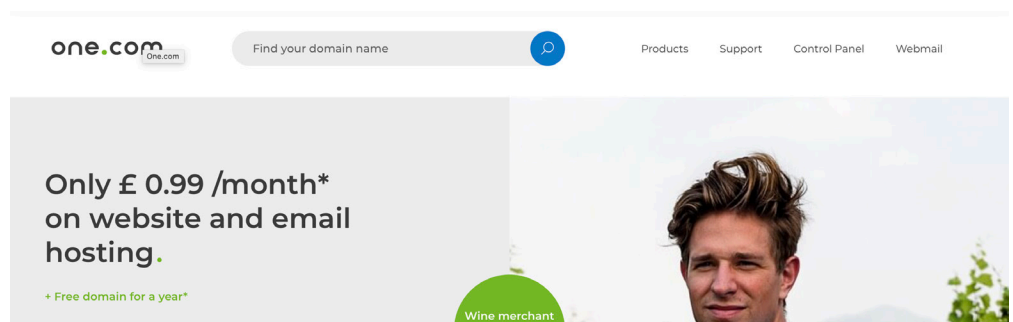
Building The Website



# Building The Website

Initially before any work could be done on the actual building of the website a domain had to be purchased and then a wordpress account needed to be linked to it. One.com was the domain site used as it had a good pricing point for using a '.com' rather than a '.co.uk' as the website needed to be used outside of the UK in the future.

After this a theme was chosen although on wordpress when the two were linked together. This theme was irrelevant to the design as a plug in called Elementor was installed which allows the user to build pages more freely with a drag and drop layout.



one.com

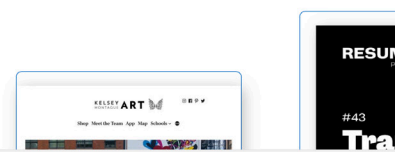
inkandizzy|

(One.com .n.d.)

## 36% of the web is built on WordPress.

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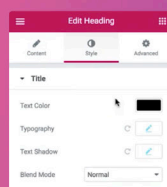


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(WordPress, .n.d.)

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Join 5,000,000+ Professionals Who Build Better Sites With Elementor

GET STARTED

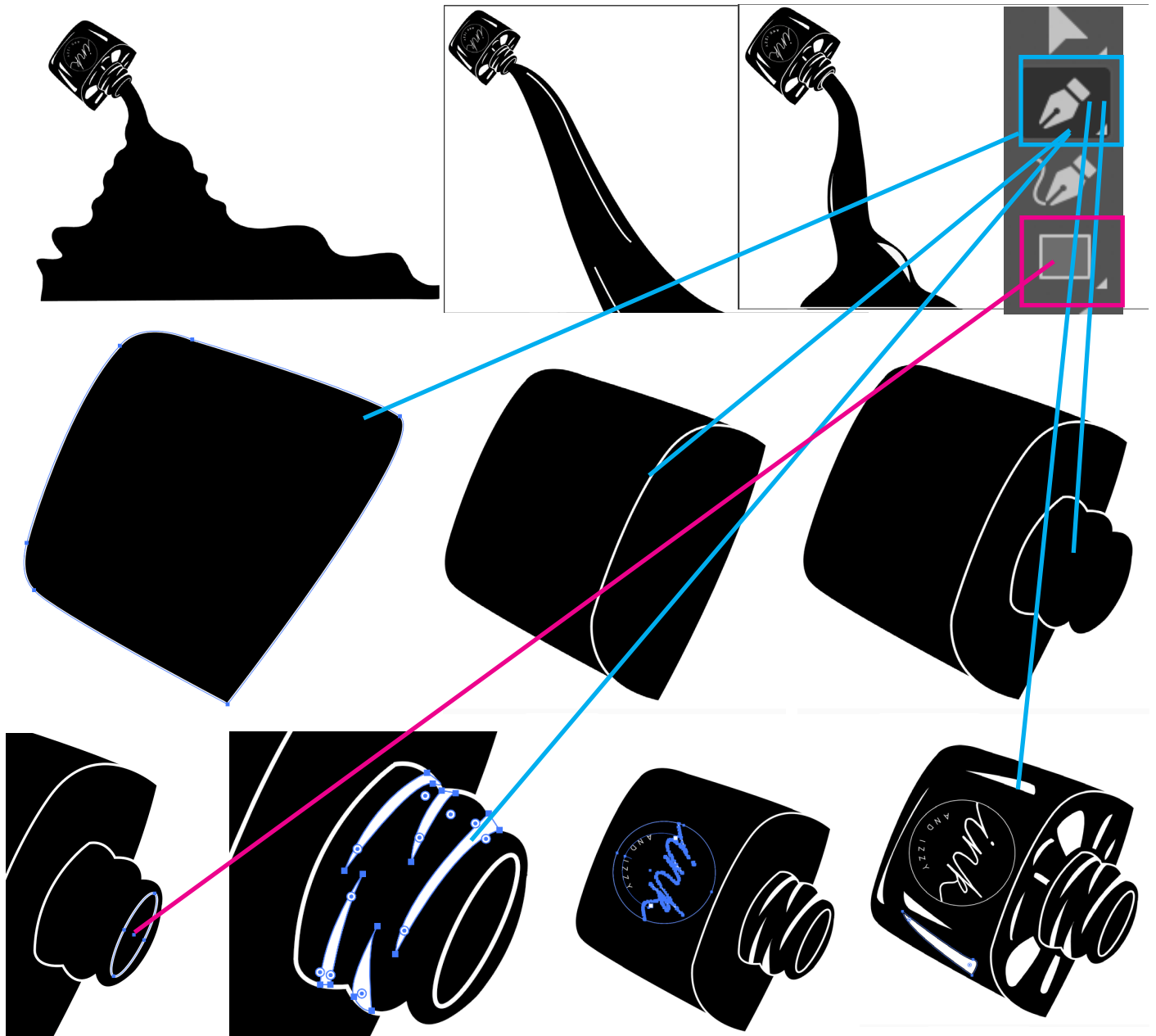


(Elementor, .n.d.)

# Building The Website

For the first page there is an ink bottle which then has the businesses logo on the front of it. This was created in Adobe Illustrator using both the pen and shape tools, building up layers and adding highlights to the bottle. An ink flow was then created and lined up with the bottle opening so as to make it look as though the ideas were flowing out and down the page. There were three different versions of the ink flow designed although the final design was chosen as it appeared more like the start of a waterfall and therefore it would be able to be linked to the next part of the design making the user want to carry on going through the website.

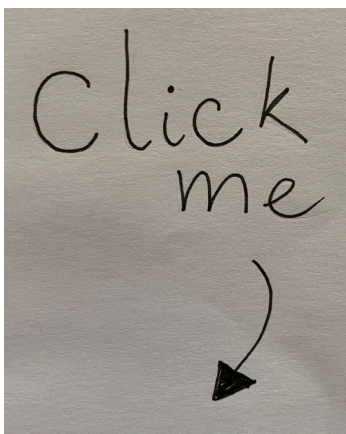
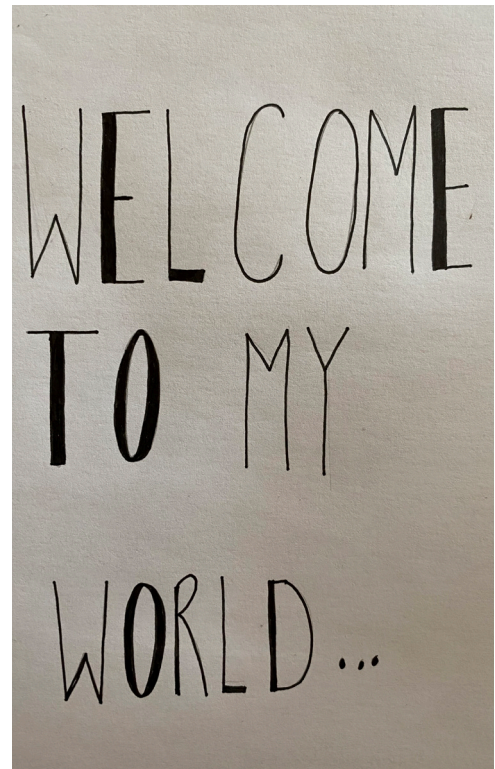
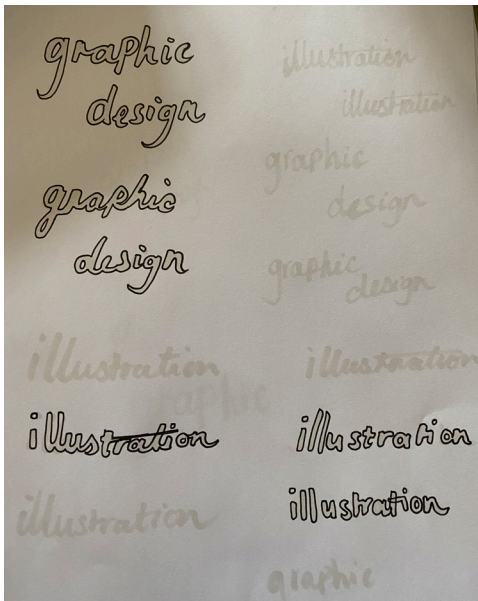
This waterfall keeps going throughout the website until the user reaches the bottom.



# Building The Website

The illustrations for the rest of the waterfall were made in exactly the same way as the Ink bottle with the addition of the line tool being used to add the highlights into the waterfall.

The writing for the headings on the website such as Graphic Design, Illustration, Click me, About me and Welcome to my world were all hand drawn initially as they needed to have an organic feel to them. Lots of different typography styles were trialled before deciding on the final one.



**illustration**

# Building The Website

GRAPHIC  
DESIGN

ABOUT ME

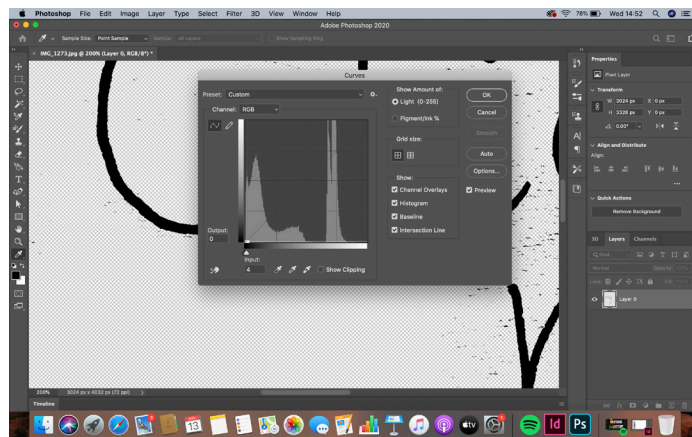
ILLUSTRATION

# Building The Website

After this they were scanned into to the computer and then edited using Photoshop to turn them into PNG's and remove the background as well as neatening up the edges of each of the letters.

This was done by using the magic wand tool to remove the majority of the background and then the lasso tool to remove any smaller bits that had been missed.

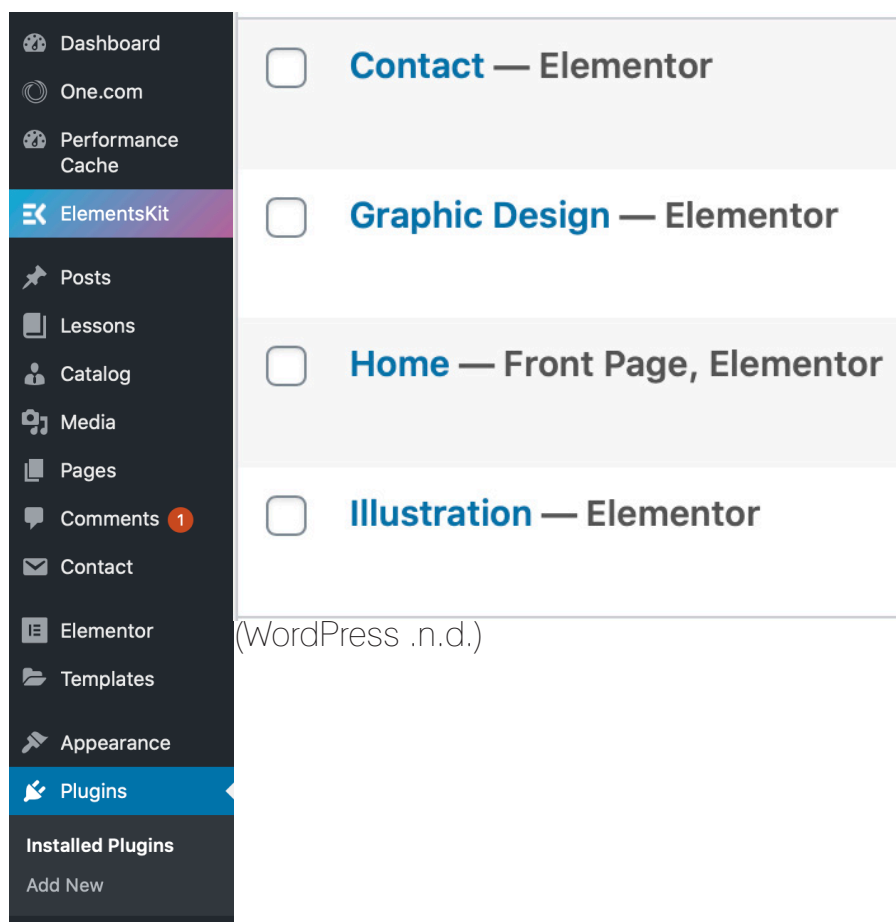
After the the levels were adjusted to make all of the writing completely black before the eraser tool was used to go around smoothen the edges.



# Building The Website

The other illustrations featured on the website such as the message in a bottle and the hand coming through the archway were created in the same way as the ink bottle in Illustrator using the pen tool to draw the outlines.

After this the illustrations and assets were ready to start being positioned on to the web pages in elementor.



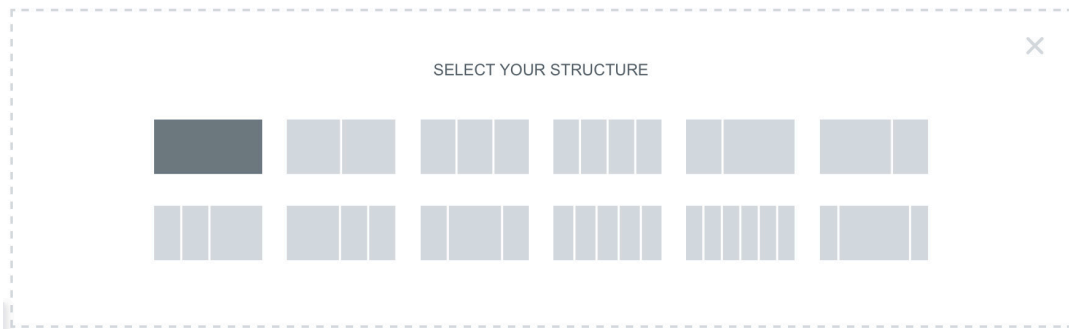
The pages were made by going to the home screen in Wordpress and then pressing pages from the tool bar and adding a new one for each page that needed to be built for the website. The pages were then named and made public so that they were live and ready to be used.

## Home — Front Page, Elementor

[Edit](#) | [Quick Edit](#) | [Bin](#) | [View](#) | [Purge from Varnish](#) | [Edit with Elementor](#)

# Home Page

The next stage was adding in how many columns there were going to be for each part of the website. Initially only one column was used and then the width, column gap, height and position were set so that the image could fit on all screens. From there the Image widget was selected and ragged onto the column meaning that an image could now be added. The first image put onto the page was the ink bottle with the logo on it.



▼ **Layout**

Stretch Section  YES  
*Stretch the section to the full width of the page using JS.*  
[Learn more.](#)

Content Width

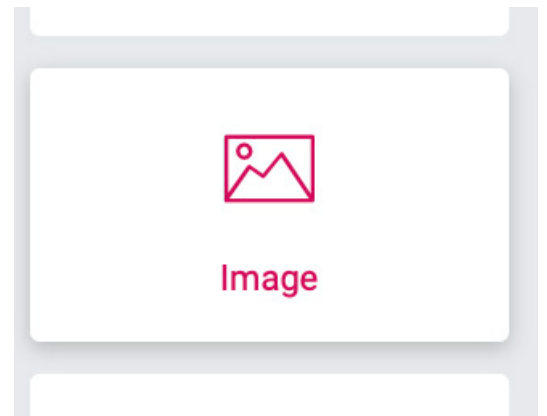
Columns Gap

Height

Column Position

Vertical Align

Overflow



Choose Image



(Elementor, n.d.)

PX EM %

(Elementor, n.d.)

# Home Page

The padding and the margin were changed for both the image and the column so that it appeared on the screen in the right position. The way that the image was sized and positioned was by using % rather than pixels so that no matter what screen it was being viewed on it would fit the size correctly.

This process was then repeated for all of the other elements on the page such as the typography and the other waterfall background images.

Each time a new image needed to be added a new column was placed underneath the previous one and then the top and bottom margin and padding adjusted so that it fitted alongside the background. This meant that a lot of elements kept on moving around.



(Elementor, n.d.)



# Home Page - Problems

As the elements kept on moving around a lot because of the columns being placed on top of one and other it meant that the sizes were often incorrect and the positions were not stable when it came to editing them again.

This is when the decision was made to start the website over again. In order to make the elements all fit on the screen in the necessary positions for the home page a 5 column design was chosen instead of just one and layering the assets on top of one and other.

Again the width, height, position and gap were all adjusted.

---

▼ **Layout**

---

Stretch Section  YES

*Stretch the section to the full width of the page using JS.*  
[Learn more.](#)

Content Width

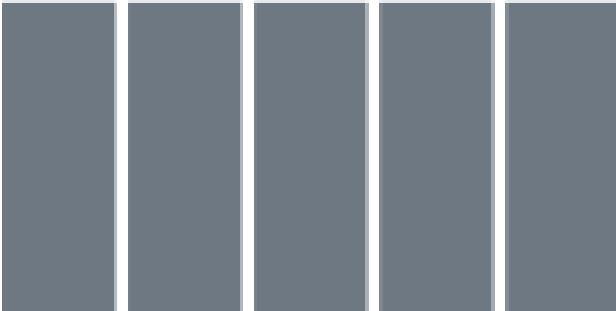
Columns Gap

Height

Column Position

Vertical Align

Overflow



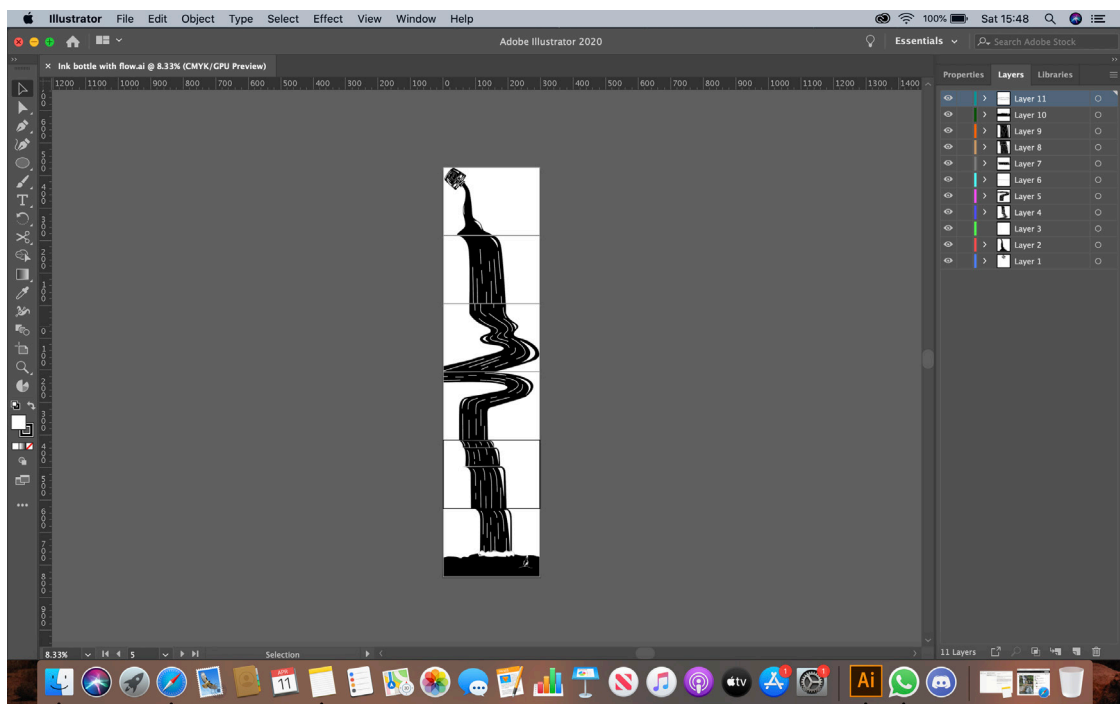
(Elementor, n.d.)

(Elementor, n.d.)

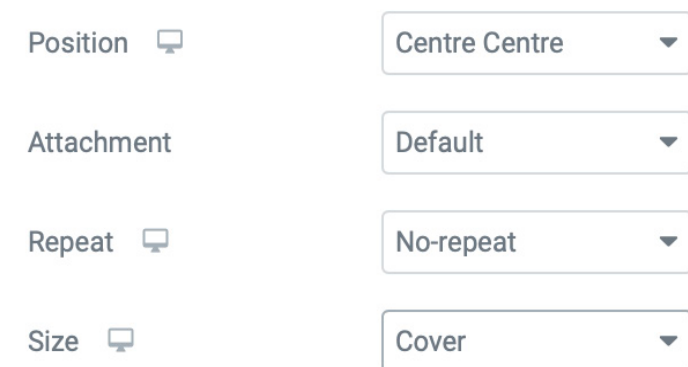
# Home Page

This time so that the background fitted on the screen in the right position with all of the elements and it did not keep moving around it was placed as the background by using the classic background tool.

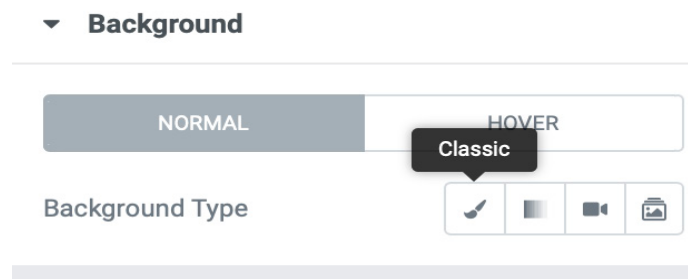
As all of the waterfall and ink bottle segments were separate initially they all had to be brought into photoshop and the fitted together as well as any of the writing that may be static and will not be used for interaction before it was exported as a high quality PNG.



This PNG was then imported to elementor and chosen as the background image. Adjusting the position to be in the centre and making sure that it didn't repeat itself as well as covering the area of the screen.



(Elementor, n.d.)



(Elementor, n.d.)

# Home Page

The images for each of the columns were then added in the same way as before using the image widget and then importing them. Which column they were placed in depended on what side of the waterfall they were going to be fitted on. The Graphic Design was placed on the left handside column where as the Click Me image was placed on the right handside along with the message in a bottle. The margins and padding were adjusted again to make sure that they fitted onto the screen in the right position.

## Image

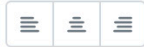
Choose Image



Image Size

Large - 1024 x 1024

Alignment



Caption

None

Link

Custom URL

<https://www.inkandizzy.com/graphic-de>



## Margin



PX %

0	auto	0	auto	
---	------	---	------	--

TOP

RIGHT

BOTTOM

LEFT

## Padding



PX EM %

0	0	0	0	
---	---	---	---	--

TOP

RIGHT

BOTTOM

LEFT

(Elementor, n.d.)

In one of the columns a spacer widget was added so that the design of the ink waterfall fitted on the whole of the screen as it was still a bit too high up meaning that the ink bottle was being cut off everytime the web page loaded up. As the spacer provided a blank space the padding padding and margins were adjusted so that it made the background fit into the right position on the screen.



Spacer

## Space



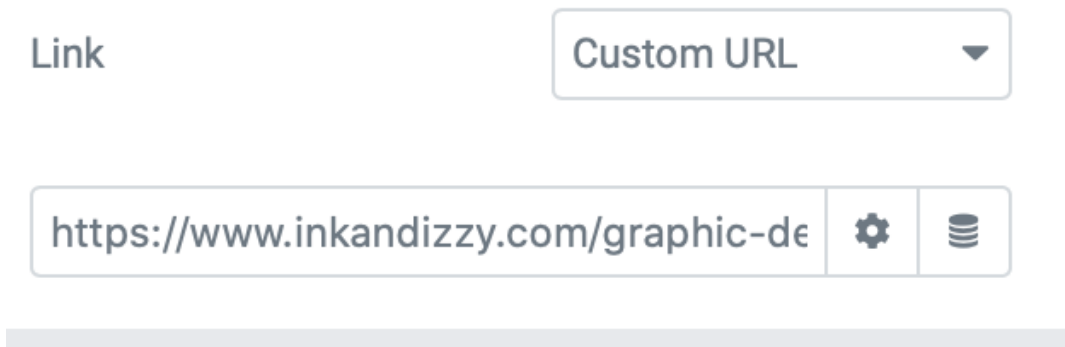
PX VH EM

600

(Elementor, n.d.)

# Home Page

So that the typography and images would take the user to that page that they were wanting to go to a custom link was added.



So that users know where to press for the different pages the words 'Illustration' and 'Graphic Design' have been animated to pulse when they are hovered over to indicate that they are able to be interacted with. The same effect has been applied to the message in a bottle to make it appear as if it is floating on the water and so that it appears the same as the other elements that can be interacted with.

## Entrance Animation

Bounce  

## Animation Duration

Normal 

(Elementor, n.d.)



NORMAL HOVER

## Opacity



## CSS Filters



## Transition Duration



## Hover Animation

Pulse  

(Elementor, n.d.)

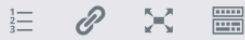
# Home Page

Finally in the last column a text widget was added to be able to write a bit about the Designer. After this it was positioned like the other widgets by using the margin and the padding to raise it to where it needs to go.



**Text Editor**

(Elementor, n.d.)



**Hi, I'm Izzy.**

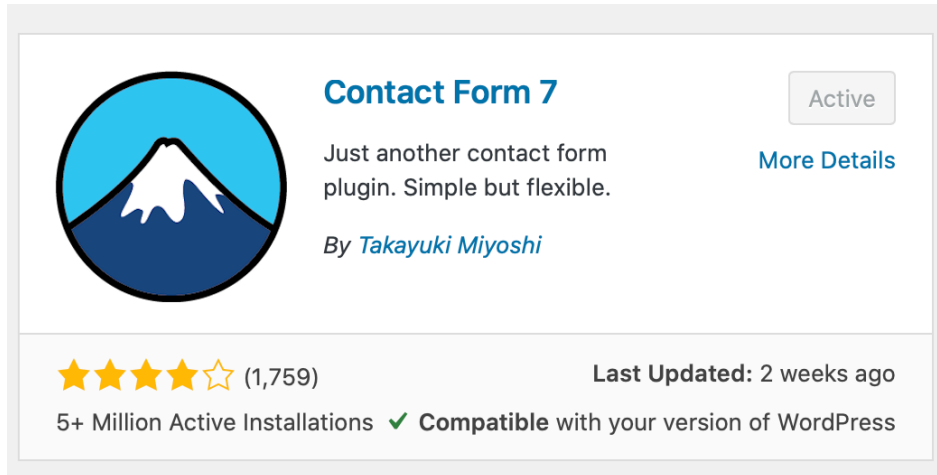
**I am a Graphic  
Designer and  
Illustrator who  
is always up for**

**a new**

(Elementor, n.d.)

# Contact Page

The contact page was created by installing a plugin called Contact Form 7.



(Elementor, n.d.)

The form gave basic HTML coding which could then have the type altered when inserted in between the opening and closing tags.

```
<label> Your Name (required)
  [text* your-name] </label>

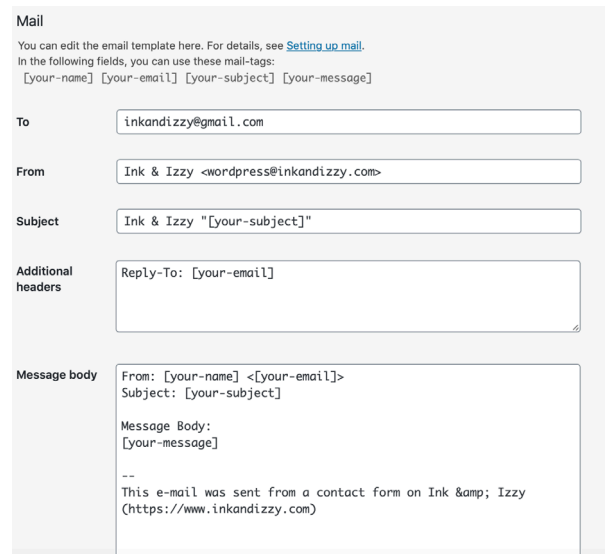
<label> Your Email (required)
  [email* your-email] </label>

<label> Subject
  [text your-subject] </label>

<label> Your Message
  [textarea your-message] </label>

[submit "Send"]
```

(Elementor, n.d.)

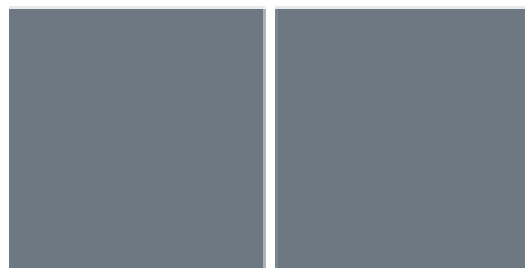


(Elementor, n.d.)

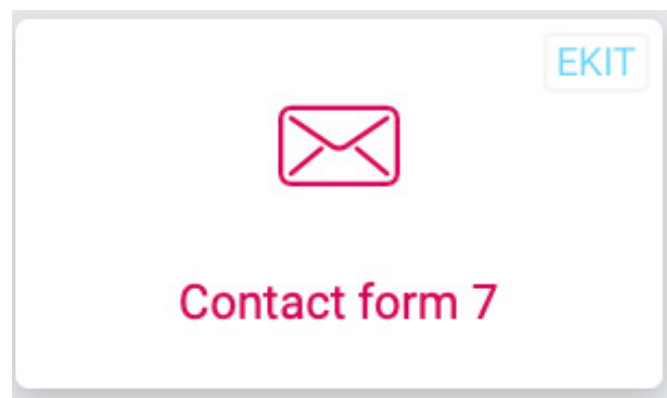
# Contact Page

For the contact pages layout it was designed with only two columns and then applying the ink bottle as the background again to the whole section.

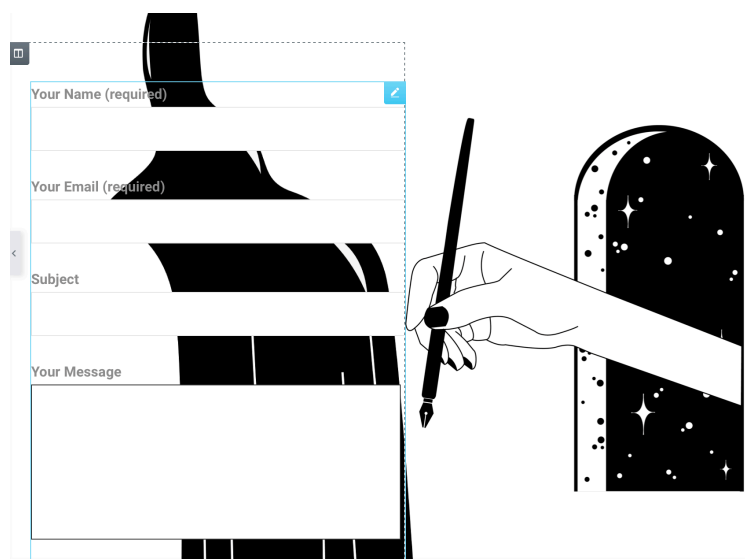
In the left hand column the contact form widget was used and adjusted so that the contact form sat well on a monitor screen. After this the illustration of the hand holding the pen was added into the right hand column using the image widget again. Both of the columns and widgets hand the margins and padding adjusted so that they fitted to the page in the right way.



(Elementor, n.d.)



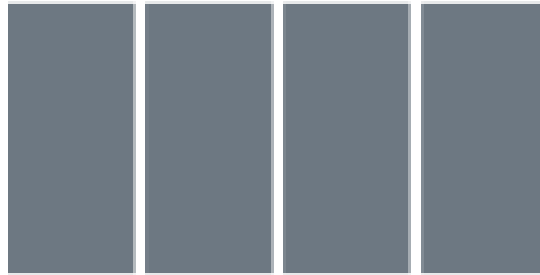
(Elementor, n.d.)



(Elementor, n.d.)

# Illustration Page

The illustration page used a 4 column layout as it didn't need as many widgets added to it.



(Elementor, n.d.)

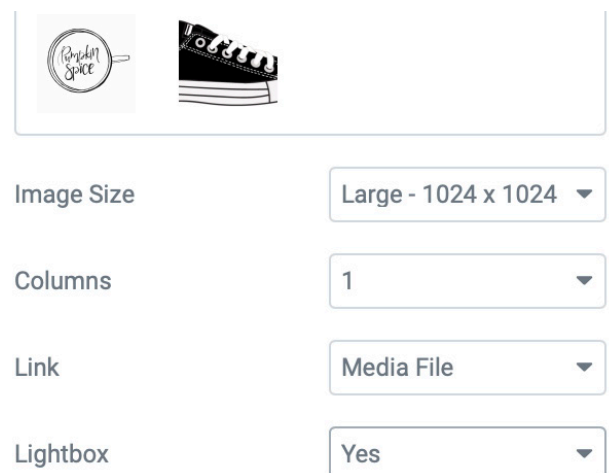
The background image for the section was the same as on the home page, but, this time in photoshop the static writing was removed so that only the illustrations were saved onto the PNG. The ink bottle at the top of the screen is also linked to the home page so that the user can click on it to return home.

With this positioned in the same way as before the first column had the same 'Illustration' typography as before placed to the right handside of the ink bottle illustration so that the user can clearly see what page they are on.

The second and fourth sections had gallery widgets placed in them so that the work could be displayed in two columns going down the page with the images from one column being at a different level to the ones in the other. For the gallery columns there was also a lightbox added so that when the user clicks on the image it becomes larger so that they can get a better view.



(Elementor, n.d.)



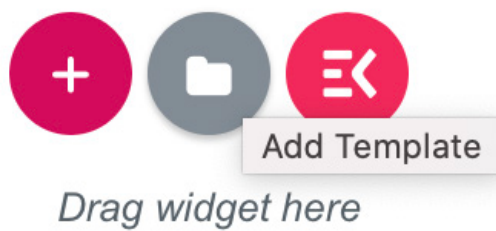
In between these two galleries there was a spacer widget added so that the background image would cover the whole of the page.



# Illustration Page

As both the illustration and graphic design pages were going to be in the same style the page that had been created for the illustration work was saved as a template so that it could be used on the graphic design page. This means that everything on the illustration and graphic design pages should be identical in layout.

This allows for only the images needing to be changed as well as the typography at the top and the repositioned using the margin and padding.



(Elementor, n.d.)

NAME	TYPE	CREATED BY	CREATION DATE	ACTIONS
Background	Page	Izzy	May 22, 2020	<a href="#">Preview</a> <a href="#">Insert</a> <a href="#">...</a>
Illustration and Graphic Design Mobile	Page	Izzy	May 27, 2020	<a href="#">Preview</a> <a href="#">Insert</a> <a href="#">...</a>
Illustration and Graphic Design Pages	Page	Izzy	May 24, 2020	<a href="#">Preview</a> <a href="#">Insert</a> <a href="#">...</a>

(Elementor, n.d.)

# Graphic Design Page

The Graphic Design page used the presaved template from the Illustration page and then the typography and images were changed.

As the images for the gallery were different shapes to the ones used on the illustration page the spacing and positioning needed to be changed so that it would all be in keeping with the previous page.

## ▼ Image

Choose Image



Image Size

Large - 1024 x 1024 ▼

Alignment 



Caption

None ▼

(Elementor, n.d.)

## ▼ Advanced

Margin 

PX %

751

-88

0

-16



TOP

RIGHT

BOTTOM

LEFT

Padding 

PX EM %

0

0

0

-5



TOP

RIGHT

BOTTOM

LEFT

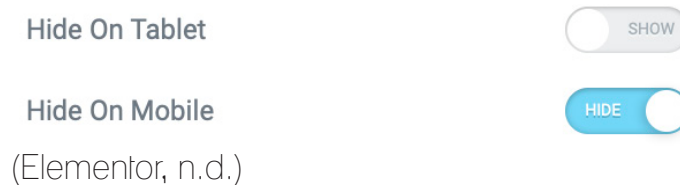
(Elementor, n.d.)

# Making It Mobile Friendly

Once all of the pages had been suitable for using on a desktop adjustments were being made to make the website responsive for a mobile. The problem was that everytime adjustments were being made solely for a mobile version they were also changing it for the desktop version. Initially it was thought that it was because of there being so many sections, however, when they were condensed down and the mobile version was attempted again it still had the same problem occurring.

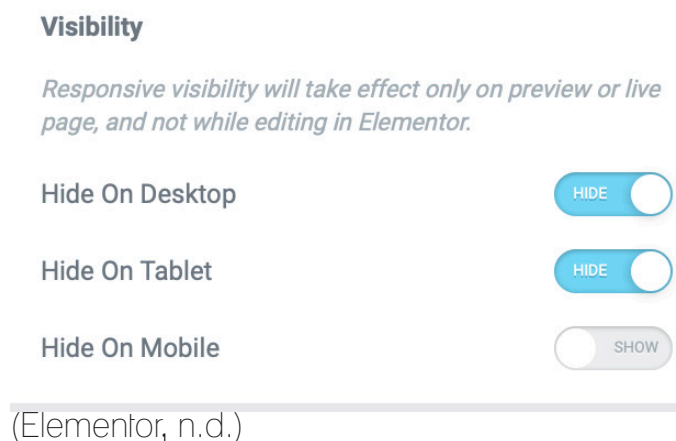
Due to this problem it meant that a separate version had to be created for use on a mobile device.

To begin with the sections on all of the pages (Home, Illustration, Graphic Design and Contact) were hidden on a mobile device. this was done using elementor by going onto the responsive tab and then pressing hide on mobile.



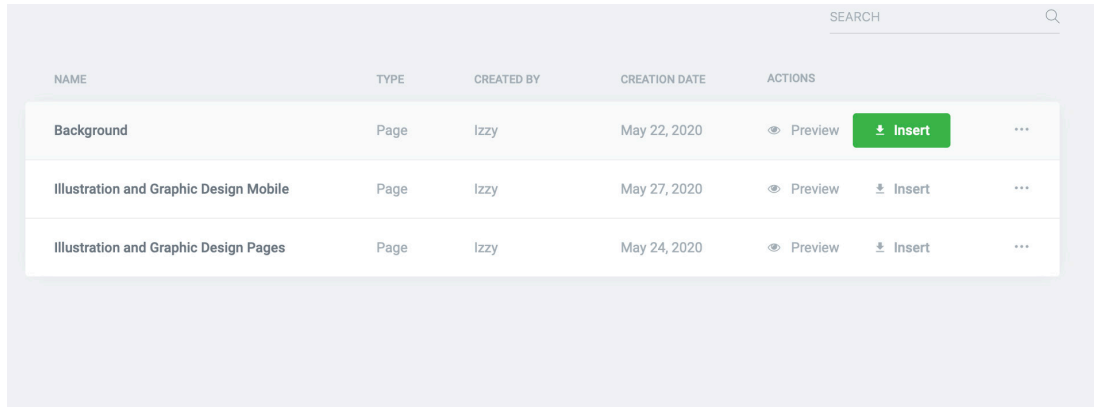
After this on each page underneath the section already being used for the page a new ones were added.

To make the layout work this time each image needed to be put into a singular section and stacked one on top of the other. The image that was being used as the section background on the monitor pages also had to be imported as an image widget this time around and have the other elements layered over the top of it in the same style as the monitor version. This version was then hidden for tablet and desktop using the responsive tab on elementor so that it would not interfere with the desktop design.



# Making It Mobile Friendly

The illustration and graphic design pages were both designed to look the same again so once it was made for one page it was saved as a mobile template so that it could be tweaked for the other page.



A screenshot of a CMS interface showing a table with columns: NAME, TYPE, CREATED BY, CREATION DATE, and ACTIONS. The table contains three rows of page data. The first row has a green 'Insert' button, while the others have a grey 'Insert' button. A search bar is visible at the top right.

NAME	TYPE	CREATED BY	CREATION DATE	ACTIONS
Background	Page	Izzy	May 22, 2020	Preview <b>Insert</b> ...
Illustration and Graphic Design Mobile	Page	Izzy	May 27, 2020	Preview Insert ...
Illustration and Graphic Design Pages	Page	Izzy	May 24, 2020	Preview Insert ...

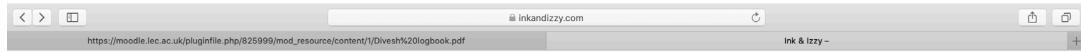
(Elementor, n.d.)

The pages appeared slightly different on the mobile version to on the desktop version as a mobile is not as wide as a desktop.

For both the Graphic Design and Illustration pages the examples of work were put as one long column rather than two shorter ones as this took down the width of the mobile site. Then on the contact page the hand illustration is up by the side of the ink bottle and then the contact form is placed underneath rather than the form and illustration being placed side by side like on the desktop version. There was also a small illustrative home button on the mobile version so that the user could easily access the main homepage.

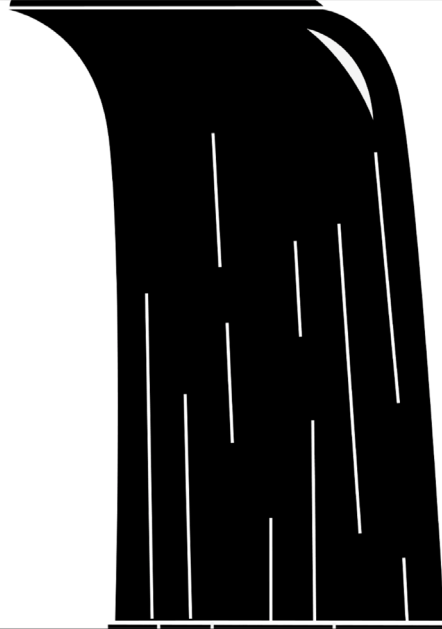
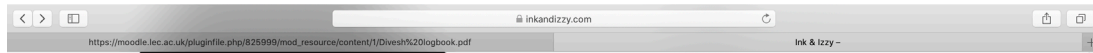
The home page stayed exactly the same in both desktop and mobile designs except for the text below About Me becoming centralised on a mobile version.

# Final Desktop Website



WELCOME  
TO MY  
WORLD...

(Zanker, 2019)



ABOUT ME

Hi, I'm Izzy.

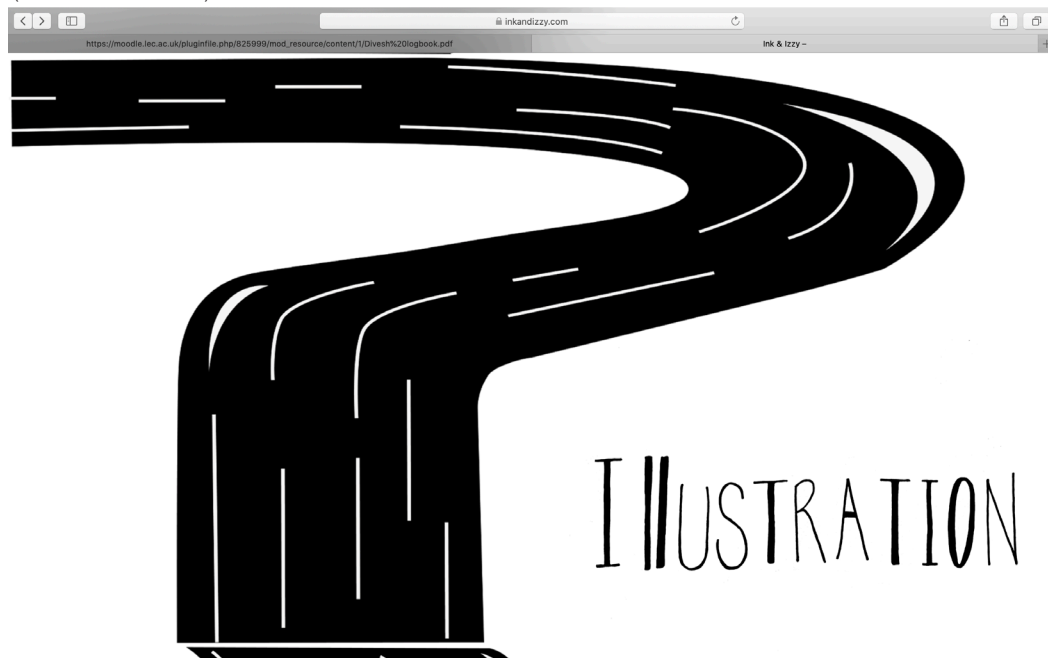
I am a Graphic Designer and Illustrator  
who is always up for a new challenge.

(Zanker, 2019)

# Final Desktop Website

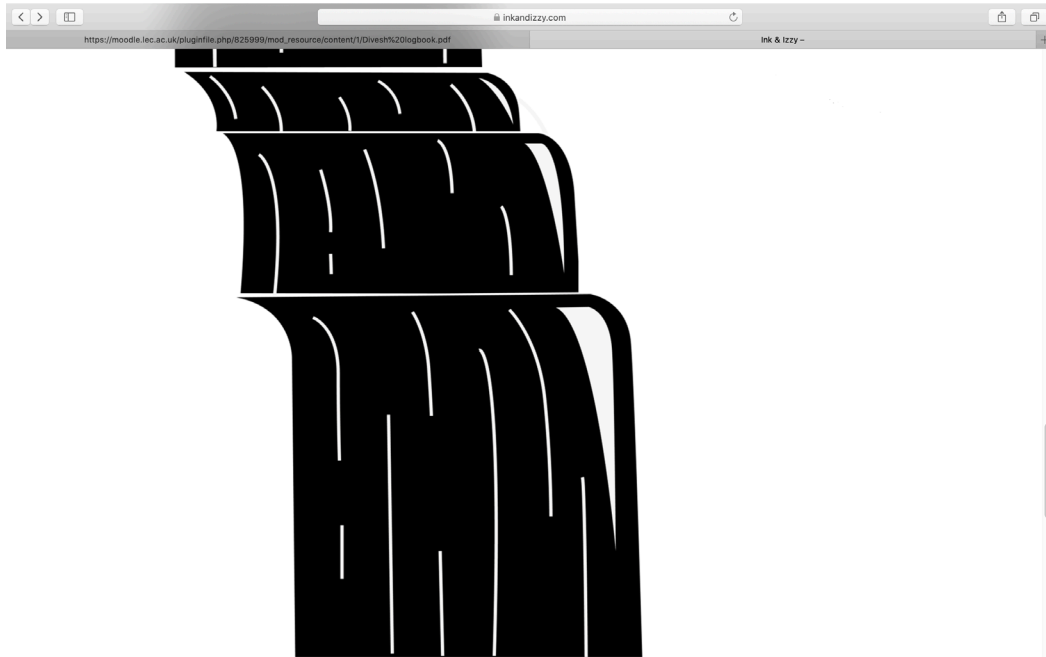


(Zanker, 2019)

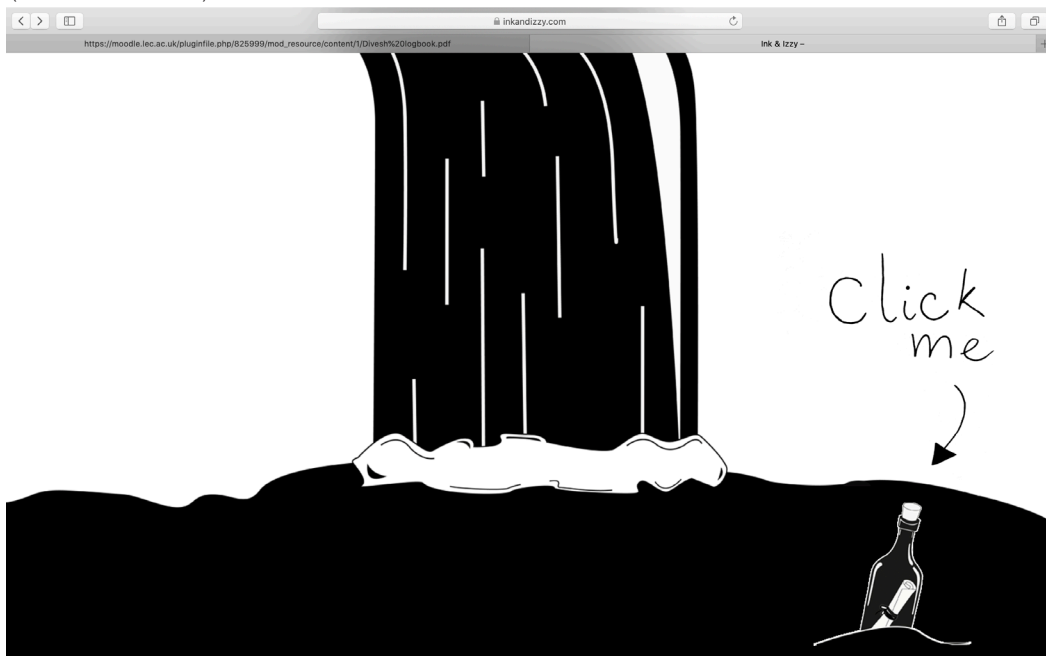


(Zanker, 2019)

# Final Desktop Website



(Zanker, 2019)

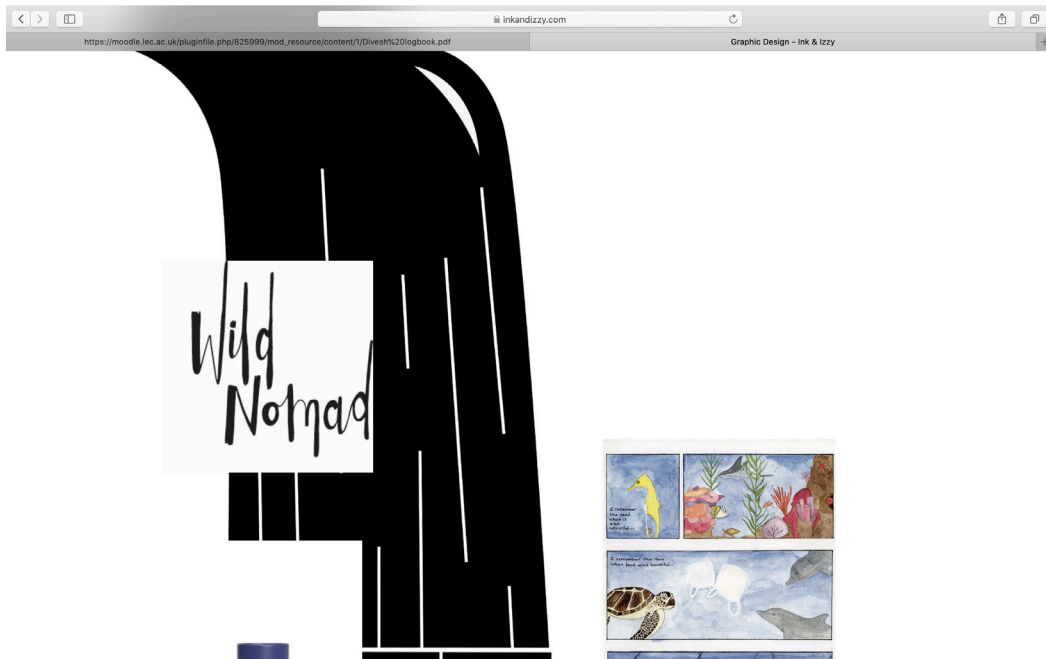


(Zanker, 2019)

# Final Desktop Website



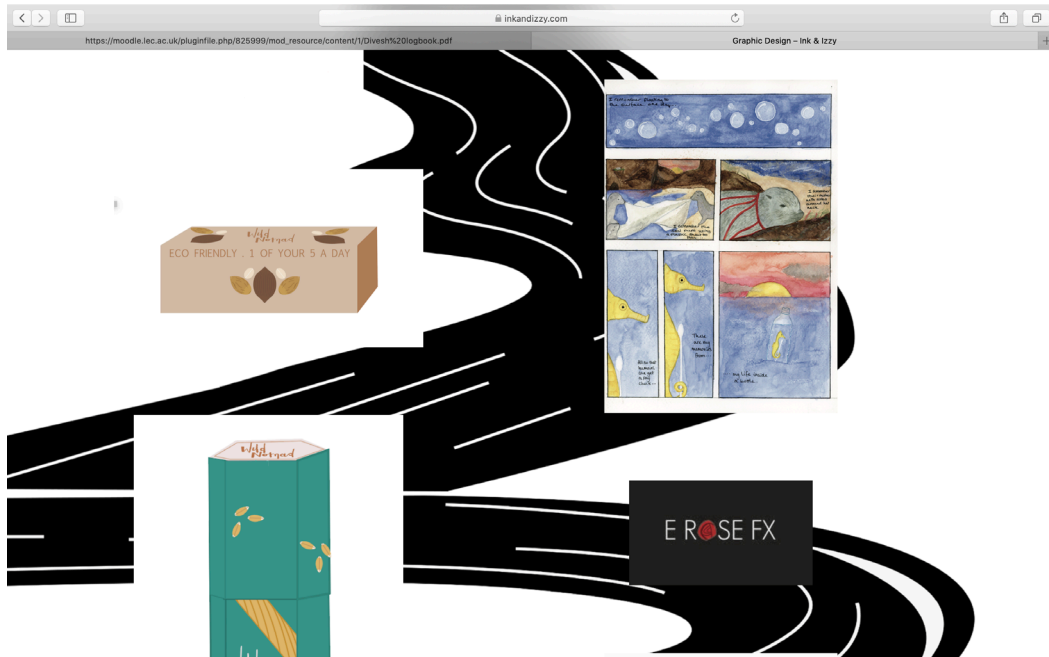
(Zanker, 2019)



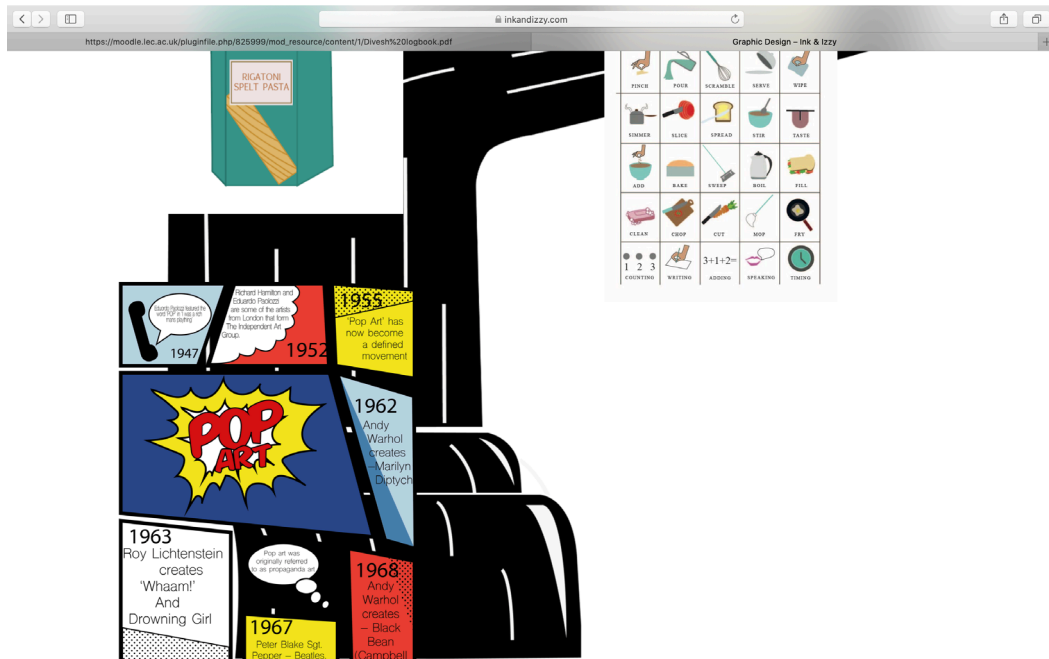
(Zanker, 2019)



# Final Desktop Website

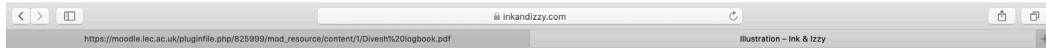


(Zanker, 2019)



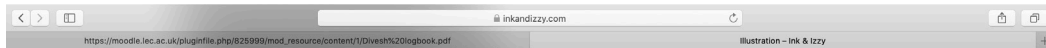
(Zanker, 2019)

# Final Desktop Website



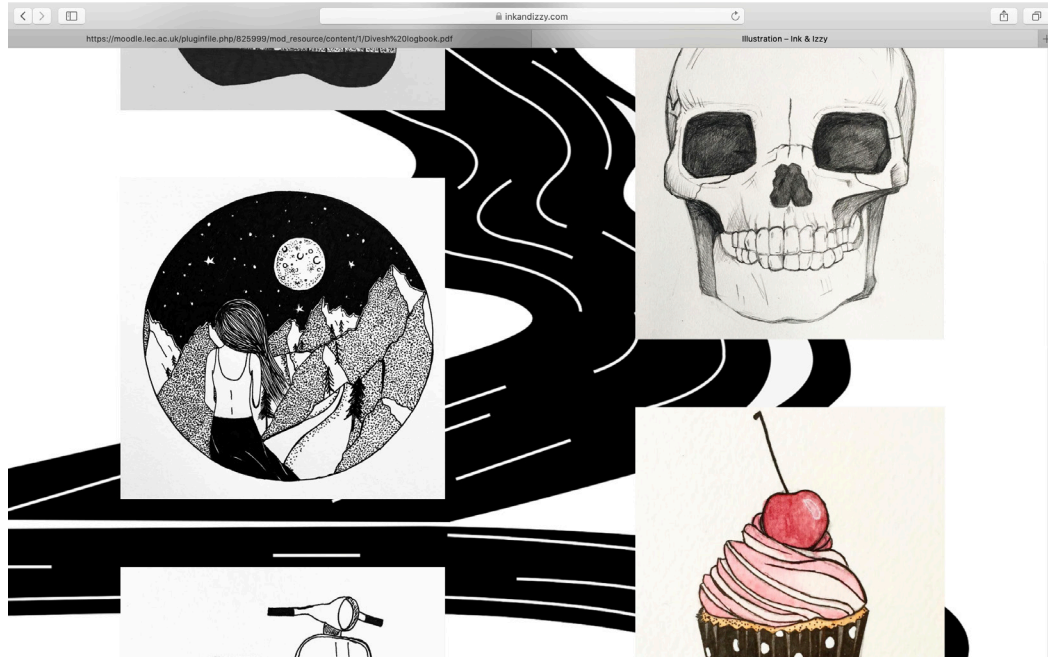
## I ILLUSTRATION

(Zanker, 2019)

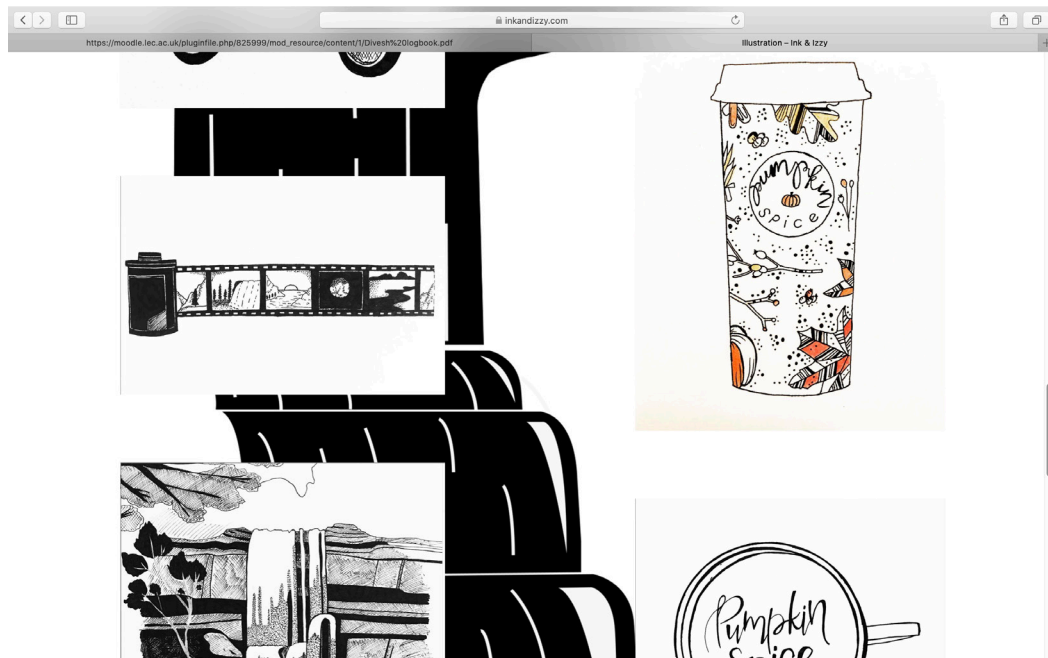


(Zanker, 2019)

# Final Desktop Website

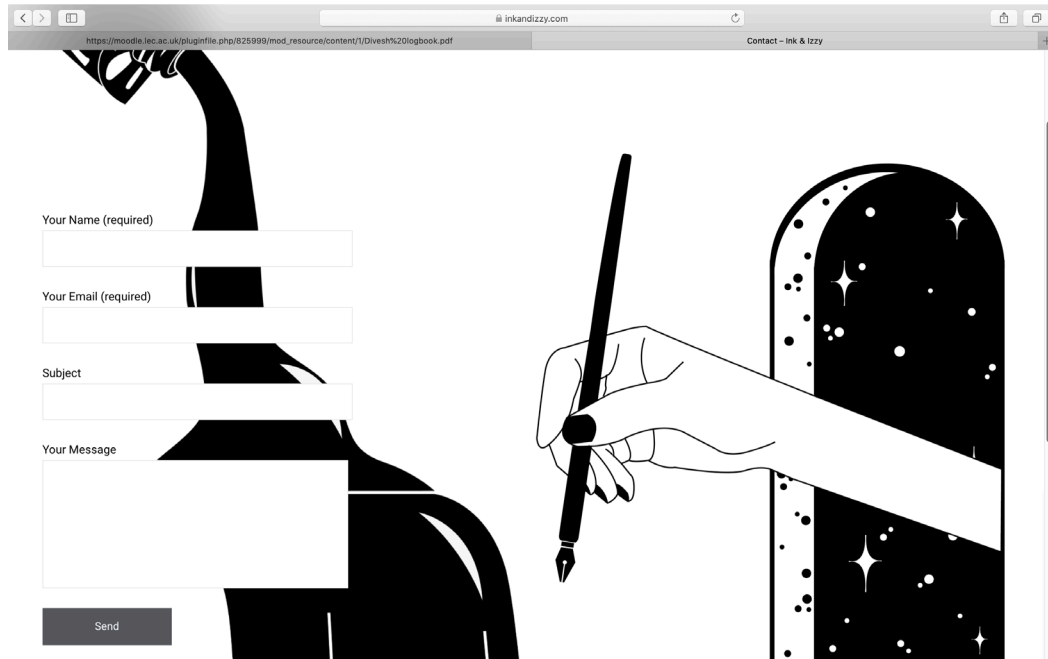


(Zanker, 2019)



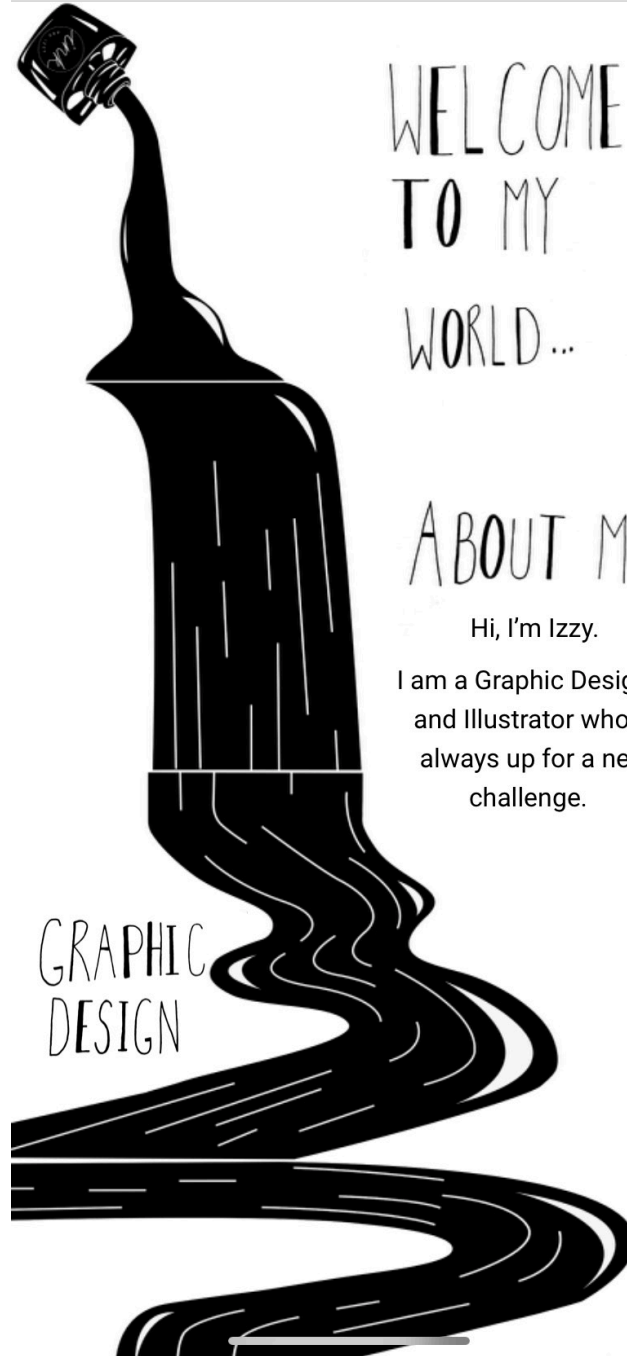
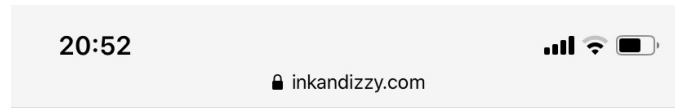
(Zanker, 2019)

# Final Desktop Website



(Zanker, 2019)

# Final Mobile Website



WELCOME  
TO MY  
WORLD...

## ABOUT ME

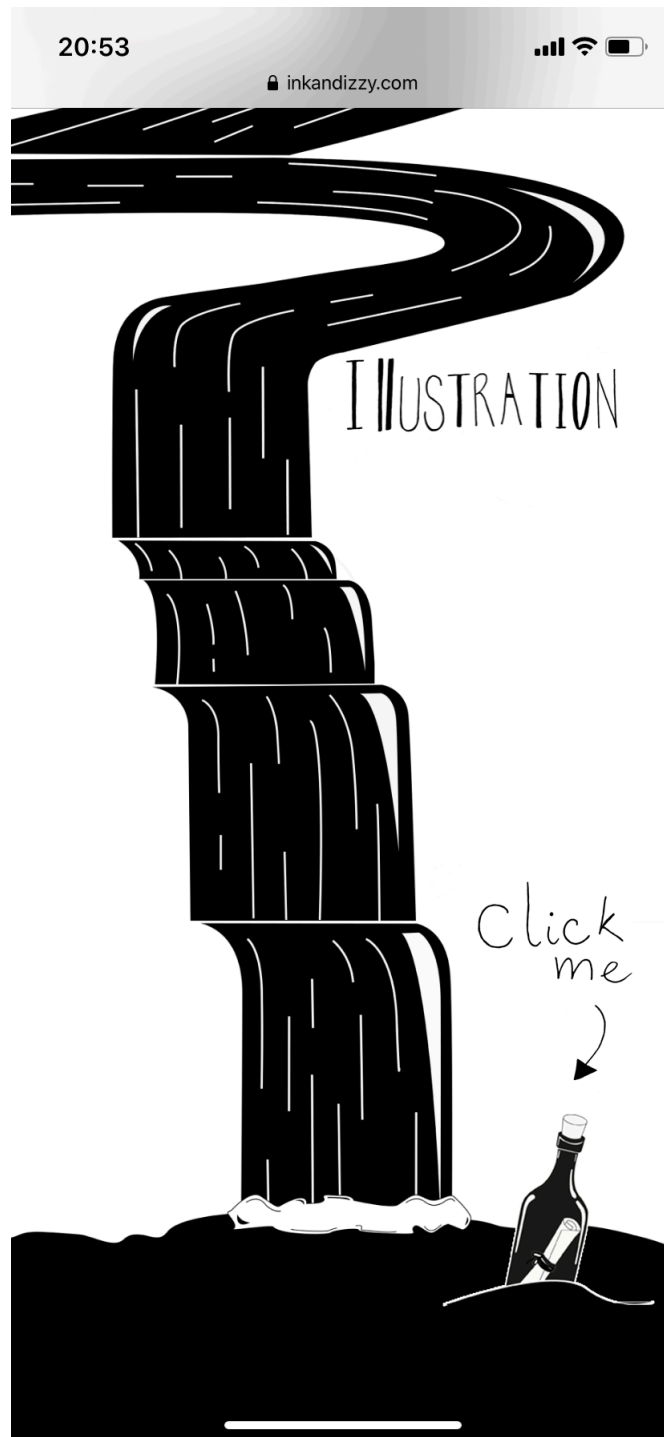
Hi, I'm Izzy.

I am a Graphic Designer  
and Illustrator who is  
always up for a new  
challenge.

GRAPHIC  
DESIGN

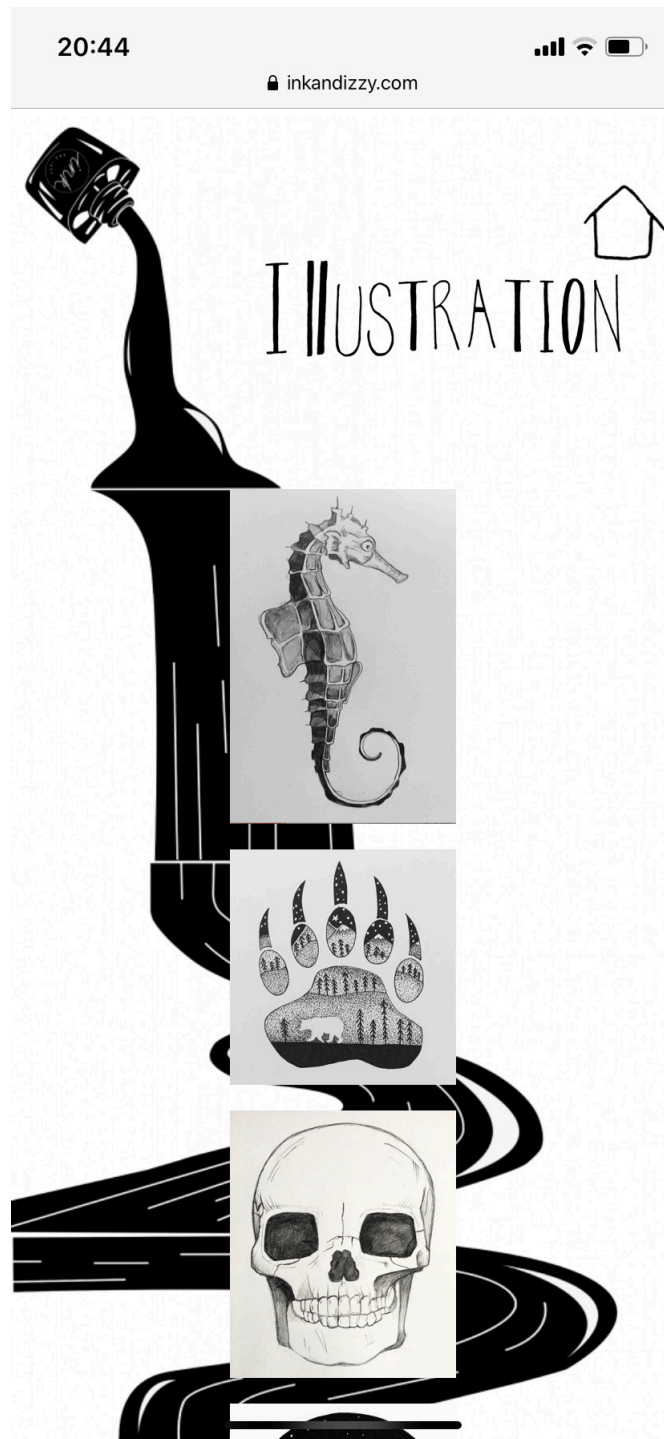
(Zanker, 2019)

# Final Mobile Website



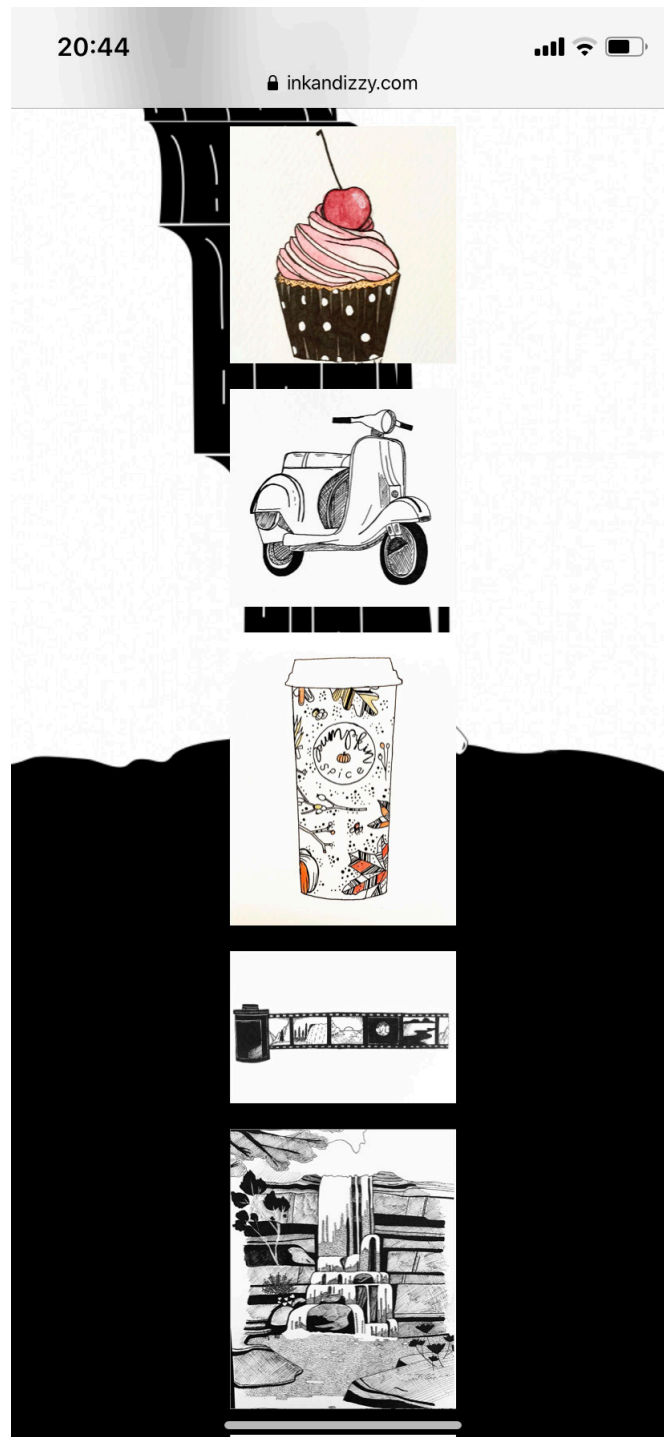
(Zanker, 2019)

# Final Mobile Website



(Zanker, 2019)

# Final Mobile Website

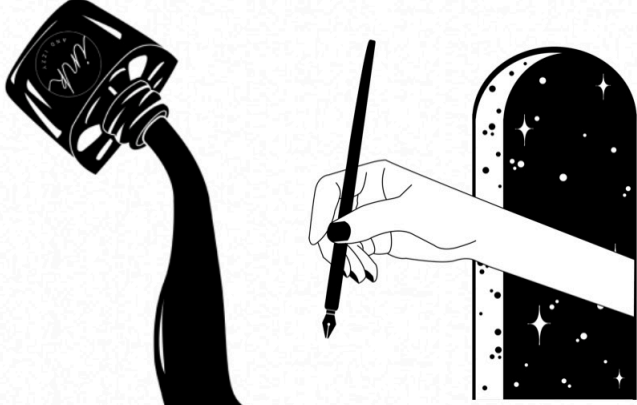


(Zanker, 2019)



# Final Mobile Website

20:11 inkandizzy.com 📶 🔋



Your Name (required)

Your Email (required)

Subject

Your Message

(Zanker, 2019)

# Evaluation

Overall this project was fairly challenging. At the beginning there was a lot of research conducted into different types of websites and out of all of these websites the one that stood out the most was the illustrative one as it was not following the same trend as the rest. This unique idea of an illustrative design was also what appealed to people most in the feedback groups as well and therefore was the chosen design to build. As someone who is not that confident with coding or building websites the task of building the website was something that was not being looked forward to, although, this being said when creating the assets in illustrator and photoshop it was an enjoyable process.

The building of the website was difficult to begin with as elementor was an unfamiliar software, but, the more it was used, the easier it became to navigate around. The fact that the live website had to be rebuilt again was very frustrating as it meant that there was not a lot of time to finish it in and a lot of time had been put into the original version, however, it was a lot easier to build the second time around having learnt how to use elementor more efficiently.

Having to create a second version for mobile was frustrating as well, but, in hindsight it was the best decision as the websites progress was being hindered by trying to adjust the desktop version for mobile and creating separate version for mobile was the only way around this.

As this is a work in progress things that need to be added to the website still are more arrows so that it is more user friendly when navigating their way around the home page as where to press for the galleries and home page is not always that clear.

The overall flow of the website works well as there is the one long illustration of the waterfall flowing throughout all of the pages creating continuity much like in the research where the most illustrative website seemed to flow the best.

The project despite some issues occurring has created a live working website which can continue to be updated, changed and added to in order to show work and gain business.

# Final Website Address

[www.inkandizzy.com](http://www.inkandizzy.com)

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