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MASS 360 Digital Design

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3 May 2020

Project III Summary

I explored Adobe Color Themes and chose a theme I ended up using throughout my design. When I was created my last project, I wanted to incorporate an orange or salmon color in the design, but it didn’t work. So that is what inspired me to choose these colors.

I kept my text layout consistent to balance out the random-ness of the objects I created from Illustrator. I had a title with the body underneath and to the right on each page. I kept my main content, the tips, on the second page so that is what you’d open up to read about.

In order to create some contrast between the texts, I chose a thin, handwritten font for my body text and a long, thick font for my title text. The off-white color was easier to read, so I chose that for the body text on my second page. However, on my first page, I felt like if I had the title text in the salmon color the pages wouldn’t have enough off-white color in them since my dots were also salmon. So, I flipped the title and body text colors on the two pages. Both of my middle columns had more text on them, so I chose to flip the colors and have an off-white background to make it more readable. I also added a drop shadow to the text on the purple backgrounds and an inner glow on the off-white backgrounds to help with readability.

Pinterest Link: <https://pin.it/4NDc08o>