

The purpose of my logo and site layout was to be simple but appealing. For my logo I used a blue background and a picture of Prospero to help showcase the title of the play. My lack of experience prevented me from producing the initial visual. I used a blue background because I wanted to lean towards a certain scene in the play. The scene I hinted at was when Prospero creates the storm at the beginning of the play. I also chose this because the picture of him in the logo looks like he was practicing his sorcery.

Next, for the site layout I tried to make sure the site was easy to navigate around. I aligned all the categories next to each other so that the research process could flow together. Visually it was simple and that was the design I wanted to go for. I did not want the viewer to become confused when trying to search for answers. The title of the play was at the forefront of the website. Since this site was about the tempest I made sure to highlight that the most. I tried my best to use InDesign but I couldn't seem to figure the software out. Instead I decided to use PowerPoint because it gave you the ability to present your ideas. I figured this is similar to InDesign because it allows you to layout your vision for websites.

In conclusion, I tried to do a fair job in my designs. I do believe the delivery of the project was decent. I wanted to find unique ways to present the website and leave behind some sort of "Easter eggs" that could intrigue some viewers. I feel slightly more comfortable with Photoshop and my ability to produce a logo. I hope to learn more in the future about InDesign so that I can create more site layouts if needed.