



Color Palette

I chose this color palette because it works well with my website with the images I chose. I chose pretty dark images and the palette helps accent these. Also, the dark nature of the palette helps with readability when text is applied. The lighter text will be more visible against the background. I also chose the palette because dark colors accentuate modernism. I feel that the sleekness of the colors helps with my approach for my website to seem modern, in the terms of design. I also feel that the color schemes will help transitions with headers, titles, pages, and links. The succession of each darker color will help with the understanding of the flow that my website has. I also think that the dark colors are a go to for the way I was taught with design previously. Darker colors have more leeway with fonts, because the actual color of the fonts can vary, as long as it's lighter. I feel when going with a lighter palette it limits your design choices. Also, with interior design, the darker borders help expand the room. I essentially prefer to work from dark to light then the other way around.

Web and Print Type

Professional Writing

Cantarell : Sans Serif

Professional Writing

Times New Roman: Serif

Typography

For my Web Type, I decided to go with Cantarell. Upon its origination, some argue that it decreased legibility. However, for the website, I chose this type because it goes along with the sleek design of my website including its modern feel and dark tones. I also chose this type because it works well with the color scheme on my website. It is legible in the context of my website because it is large and a contrasting color from the background.

For my Print type I went with Time New Roman. This may be a goto type for many people, however I feel it has the most professional feel with the most legibility that any font has to offer. I was deciding between that and Arial, however, I decided upon Time New Roman to because the sharp edges of the text allow blocking in paragraphs to run more smoothly. I feel it has the most professional look when handing out print documents.

Tile

	Column Header	Column Header
Row Header	Text	Text
Row Header	Text	Text

Tables

I will use this table as my style guide for tables. It goes along with my color palette as well as increased the readability with the variations in color for each row. I found that the information was a lot easier to read because it had an easy guide when trying to find the information. You look at the row headers and column headers and match each to find the information regarded. These are indentified because of the bold font and the seperation between row headers with the variation in color. I also found that the headers gave the information organization. You would not have to read the entirety of the information to get the tidbit that you were looking for. It combined all of it in a way that would help you access any information regarding tuition for these three types of students fast and easy.



Graphics

I chose to use graphics using the greyscale filter. They will also have some sort of natural element to the content of the graphic. I feel this goes well with the modernistic approach that I have for my personal style. It also goes along with my color palette. It will also help with the identification between ground and image because most of the backgrounds will be darker than the image that is in front. The natural element of the content will also help with serenity when processing the infromation being received. It will allow the reader to have an emotional balance when taking the information from the document.

Adam Schexnayder's Style Guide

- First
 - Second
 - Third

Lists

I chose to use lists as the way it is laid out above because it helps with organization. Each level has a different bullet icon. I also chose this because the indentions help the reader understand that each subgroup is a different, but similar section as the one before. The color of the bulettes also go with my color palette. The font also goes with my plan for documents in print.