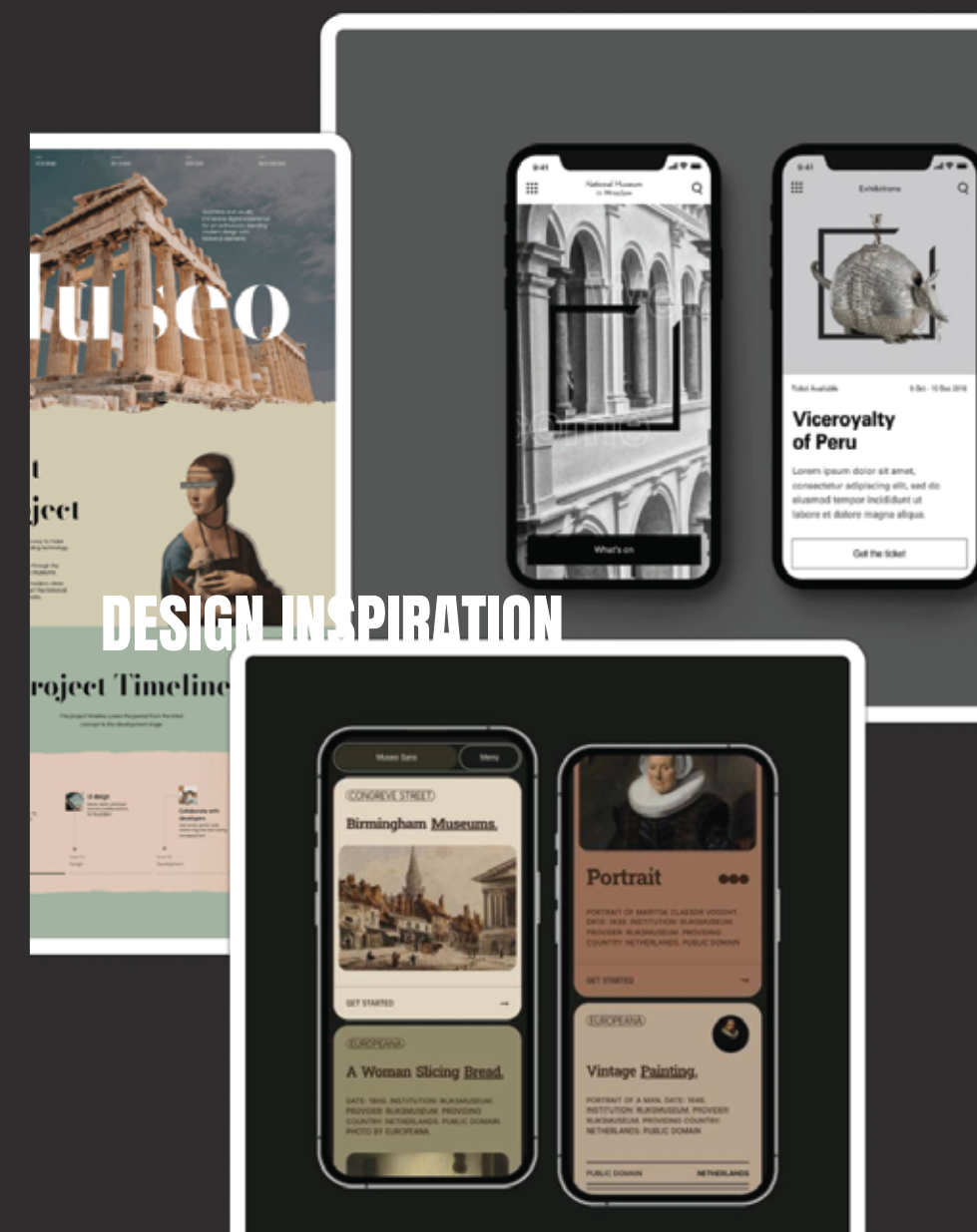
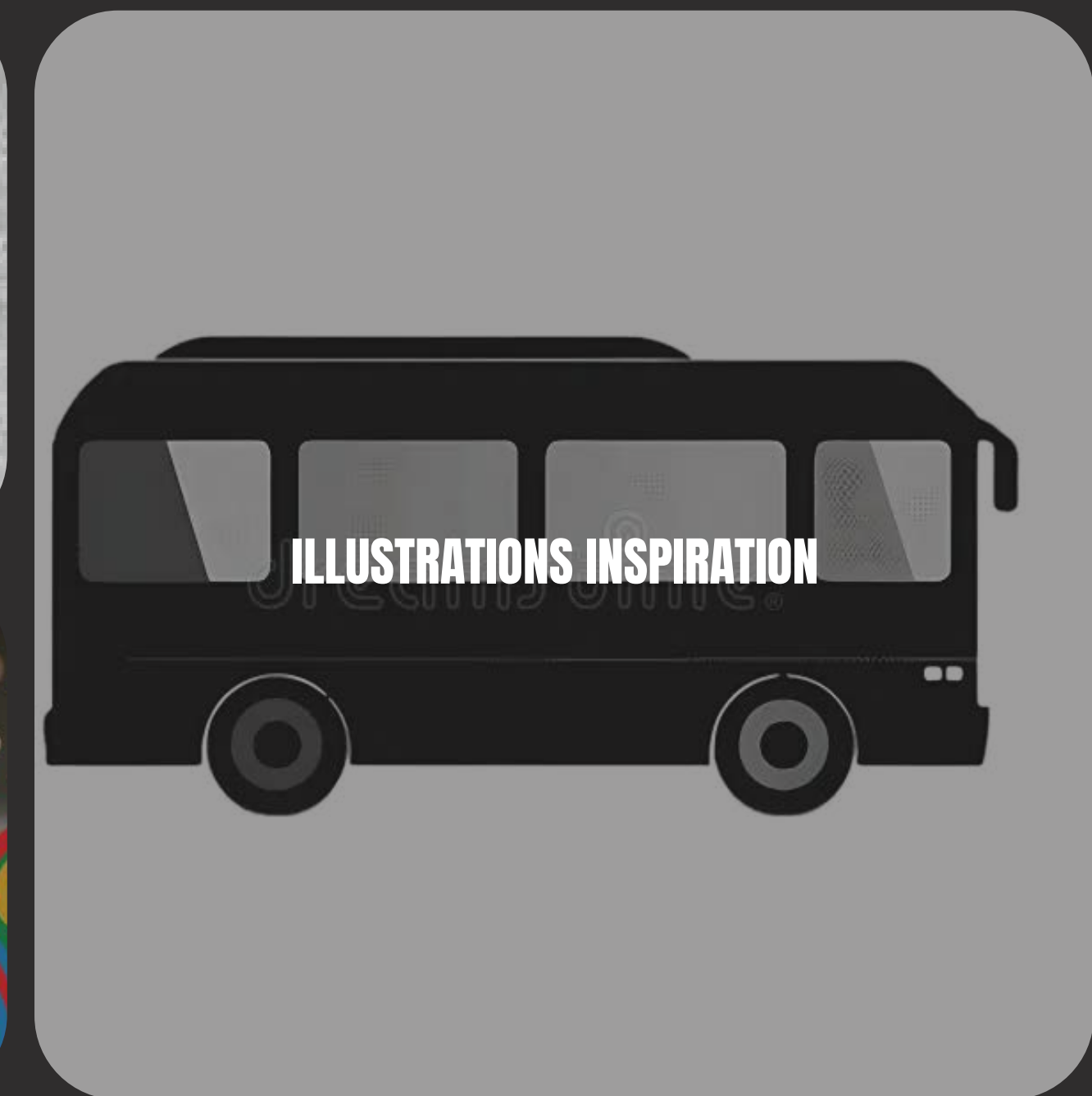


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DESIGN DIRECTION

For the overall design of the app you want to create something that is warm unique and simple. When designing the app you need to have a minimalist style in mind that expressed itself through the use of unique and vibrant photos the design of the app needs to fit with the warm soft colours and pair with the modern art gallery style.



BRAND SPECTRUM

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BRAND COLOURS

I have chosen a mix of soft pinky purple colours to contrast the sharp and distinct colour lacking design of modern museums, I choose them as they stand out and are soft to the eye while separating the elements they are used on.



Midnight pink

#AF125A

Playful purple

#8877ff

Pale peach

#F6d8ae

Oak Brown

#AA5108

TULIP PINK

#CE2D80

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PRIMARY TYPE

I am using the serif font Ala i chose this font because it fits with the posh and fancy vibe museums carry it also is a formal and legible font that adds class to the app. I chose it for vast majority of the app as its consistent and works well when used like that and its slight changes in between caps allow for the difference i wanted .

Ala

Aa Bb Cc

Ala

EXAMPLE HERE

Ala lower case

abcdefghijklmnop
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@£%&*()

Ala caps

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@£%&*()

SECONDARY TYPE

The secondary type face for the app is new order it is a sans serif font that is used in few places in the app it served as an informational font for places that are seperated from the actual museum including the food and bus route information.



New order

AaBbCc

INSERT TYPE
EXAMPLE HERE

new order regular

abcdefghijklmnop
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@£\$%^&*()

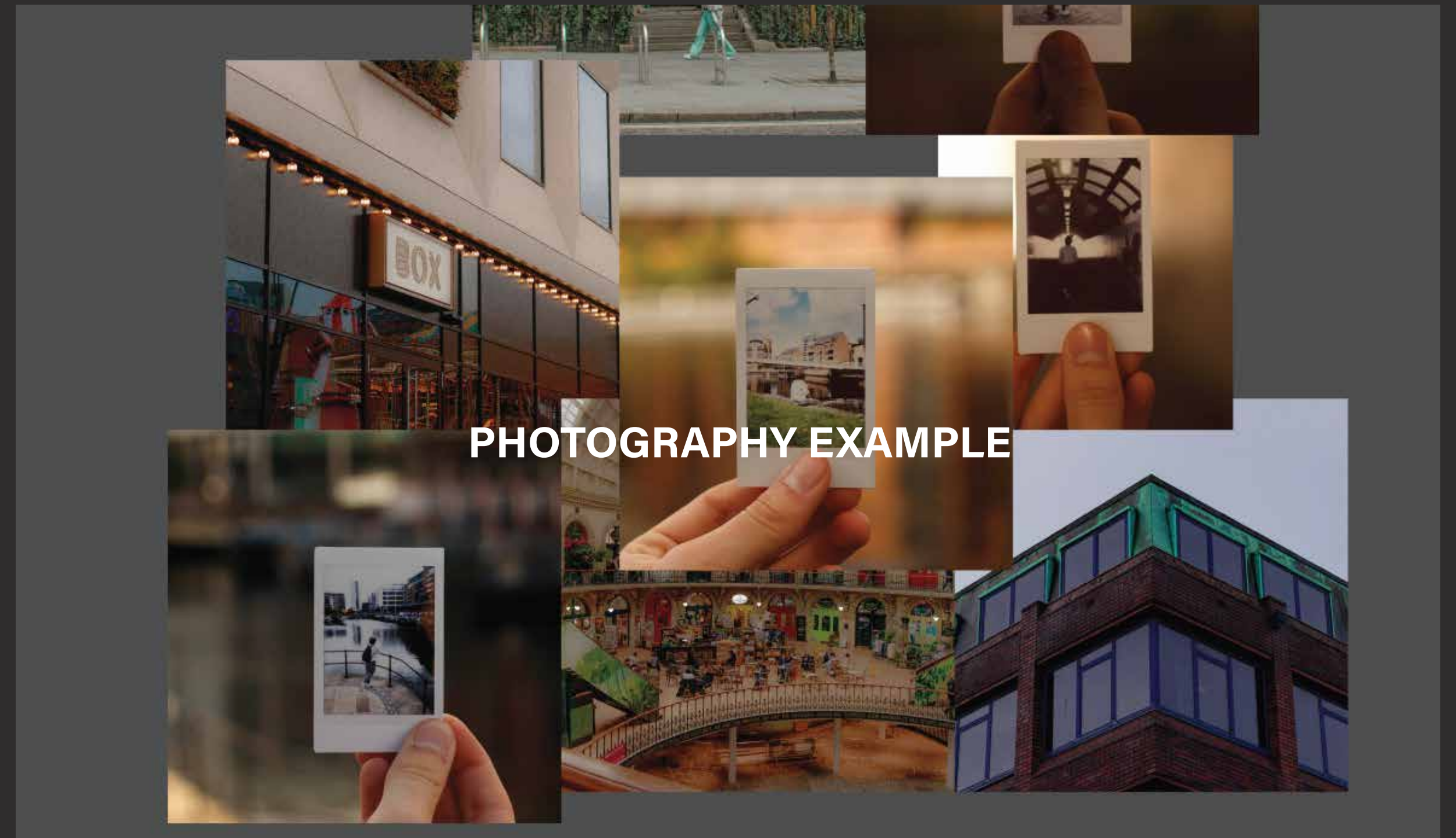
new order bold

**abcdefghijklmnop
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@£\$%^&*()**

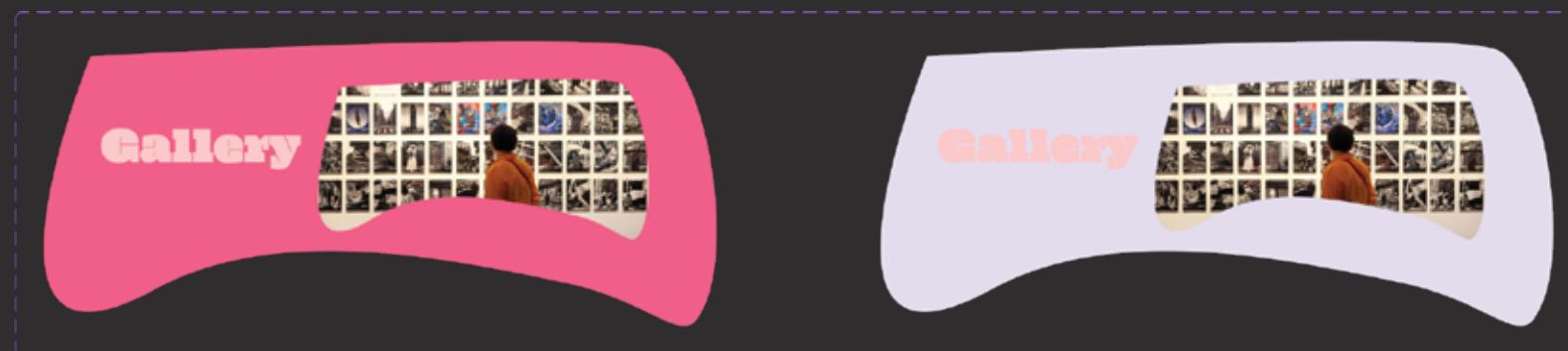
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PHOTOGRAPHY STYLE

The photography style for the app is a street style based on architectural street photography with an added digital illustration photography which pairs with the surrealism main event outlined in the events page.



Buttons

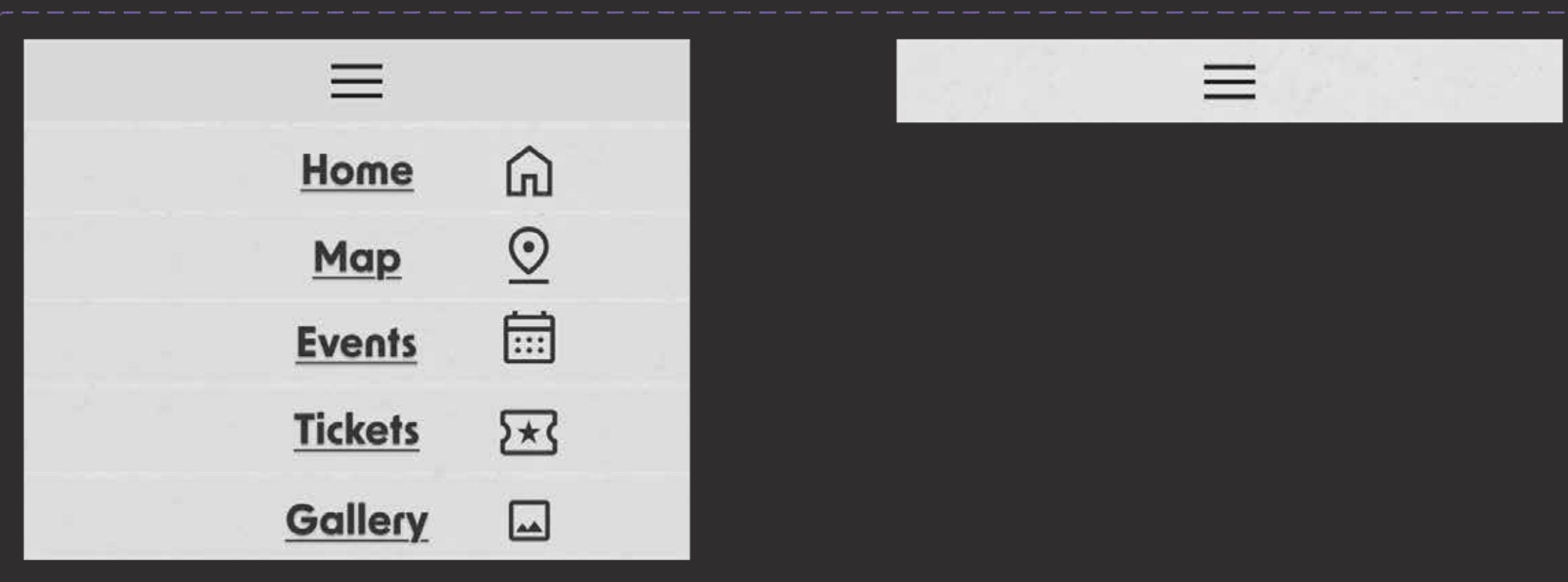


These buttons are made only for the home page these allow the navigation to be fun from the get go and is replaced by the menu buttons for the rest of the pages the buttons start in the pink form and change to the purple form when being hovered over.



These two buttons are functional on any use of tickets both are placed in the top right of the ticket the purple ticket is what should be displayed and then once pressed should change to the whited out with darker purple to simulate the ticket being saved .

The QR code displays the Ticket which when scanned links to a gallery of photography work title collections which features my original project that features some of the pictures I used in this work



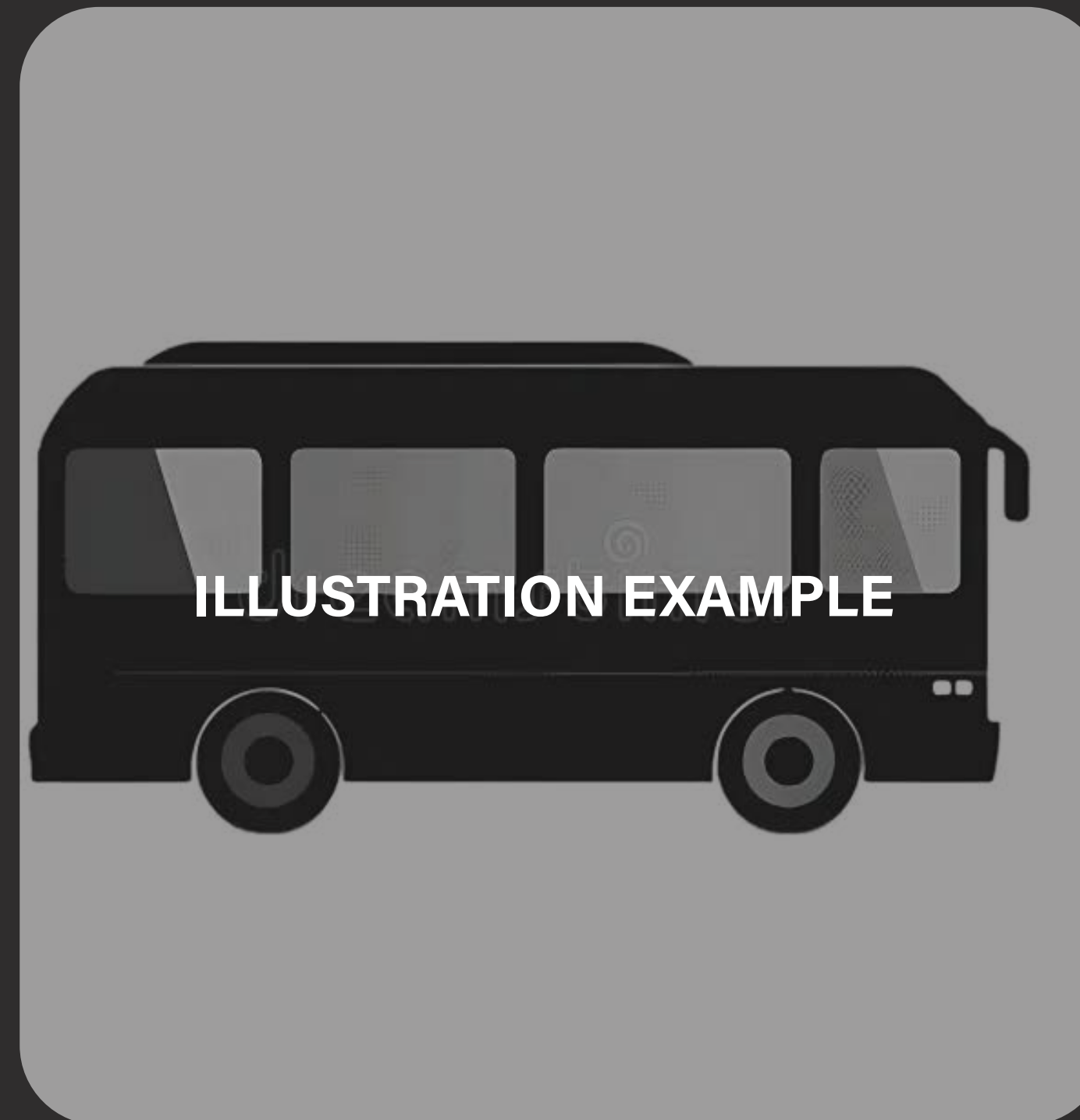
This is the menu tab it is set to go under the main "Urban arts" logo on every page two lines or 16 pixels under. with the smart animate feature the menu opens up and displays the full menu allowing users to find each page in simple navigation. it will disappear after a couple seconds



Entry to ticket
Urban arts exhibition

ILLUSTRATION STYLE

The illustration that is used in the app is simple and cartoonish with black outlining as the museum event is a photography based event there is a lack of illustrative content outside of instances to add to design in areas.



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LOGO DESIGN

i have adapted the logo so that it fits on both light and dark backgrounds with the dark being the main use of the logo but the white logo being used in places like the opening of the app.



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