

## I. Introduction

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The purpose of the visual design composition is to give the client an idea of how the website's home page and sub navigation pages will interact, as well as show how the colors, fonts and navigational elements will work together in a useful and complimentary layout.

I want this site to convey a sense of style and sophistication through interactive design elements. The concept note goes into detail about each and every element within the site, discussing why things were chosen and for what effect they were chosen for. The preliminary design compositions (and wire frames) are a good way to get feedback from the client about their likes and dislikes, before the web site even goes onto the next stages of production.

## II. Logo Design

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The purpose of a logo is to present potential customers and users with an effective and stimulating image that grabs their attention and pulls them in. The logo is representation of the organizations' ideals, goals, and identity. In order to develop an effective and compelling logo design, one must first make sure that the design isn't too busy or hard to recognize. Secondly, the logo should reflect the organization's sense of style and methodology. Finally, the logo should tie in to the design elements already prominent with the company's ideology. An effective logo stays in the users' minds and allows them to associate it with the organization and website.

For this website, Leadership Sandy Springs provided us with their own logo. However, they were very open to creative ideas concerning the torch and font selection. In the newly rendered logo below, I used the Georgia font family for the text, and put a box with a drop shadow behind the torch.

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## 2.1 Font Selection

I used the font family Georgia (at sizes 12pt and 18pt) to give this organization and logo a sense of concrete foundation, history, and worth. It's also very legible and easy to recognize.

## 2.2 Color Selection

I used blues, grays, and slight hints of yellow throughout the design because these colors were previously agreed upon by the organization. I used blue and grey colors to convey a sense of organization, leadership, boldness, hierarchy, and commitment.

Color	Hex Color Code	Description
	#2E3192	Dark blue for global navigation background color
	#7DA7D9	Light blue for secure pages in utility navigation bar
	#FFF200	Yellow for link rollovers

## III. Web Site Design

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The approach I used when designing the home page and sub page was one of consistency, readability, and sleekness. I want this site to have a bold design because it represents a team of strong community leaders. I also have to approach the navigation in a delicate manner – so that the users and LSS class members can

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easily use and recognize the page. The layout must be designed so that site content can be imported and updated by LSS alumni members.

## 3.1 Layout

When designing a web site, the layout is very important to its success. The page should not be too cluttered with graphics or large blocks of text information. Only 10% of people visiting a web site will ever scroll down the page. When designing, keep in mind that things that are related to each other on the site should be close in proximity so they do not get mixed up with any other ideas presented on the page.



Figure #1: Visual comp for homepage

## 3.2 Colors and Font Selection

Visual elements such as color and typography make a huge impact on what the user sees. It defines the site's color scheme, trademark font, readability, and style. These text / style characteristics will be imported into the website's Cascading Style Sheet

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and HTML coding. The following are colors and attributes that apply to the visual design and style guide of the site.

- Page Background Color: #FFFFFF (white)
- Regular Text: #000000 (black); Trebuchet MS 12pt.
- Bold Text: #000000 (black); Trebuchet MS 12pt. Italic
- Links: #2E3192 (dark blue); no underline
- Visited Links: #662D91 (dark purple); underline
- Active Links: #FFF200 (yellow); underline
- Hover Links: #FFF200 (yellow); underline; background color: #000000 (black)

### 3.3 Navigation and Links

When designing the navigation and links for the web site, it is important that the layout stays consistent throughout. This is important because if the user has to go searching around the page to find out where they are or how to get back to another part of the site, the user experience is depreciated and the user might not return to the site. For the final navigation, I used a linear global navigation system for Leadership Sandy Springs. In addition, a menu will be provided on the left-hand side of the page for sub pages that are within a global page.

### 3.4 Satisfies User Needs

The layout, design, and navigation hierarchy pleases the users' needs by meeting web standards of consistency, alignment, proximity, and repetition. To also satisfy the user, the labels in the navigation had to be forthcoming, recognizable, and the order of the links has to provide a categorical scheme.

## IV. Site Map

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A site map is a visual representation of the navigation and content of a site. It is a diagram showing how elements of the site are grouped and how they link or relate to one another. A site map organizes all the pages within a website or web-based application, illustrating the big picture of the overall structure. Global navigation is indicted in tan, utility navigation in gray and sub-navigation in white.

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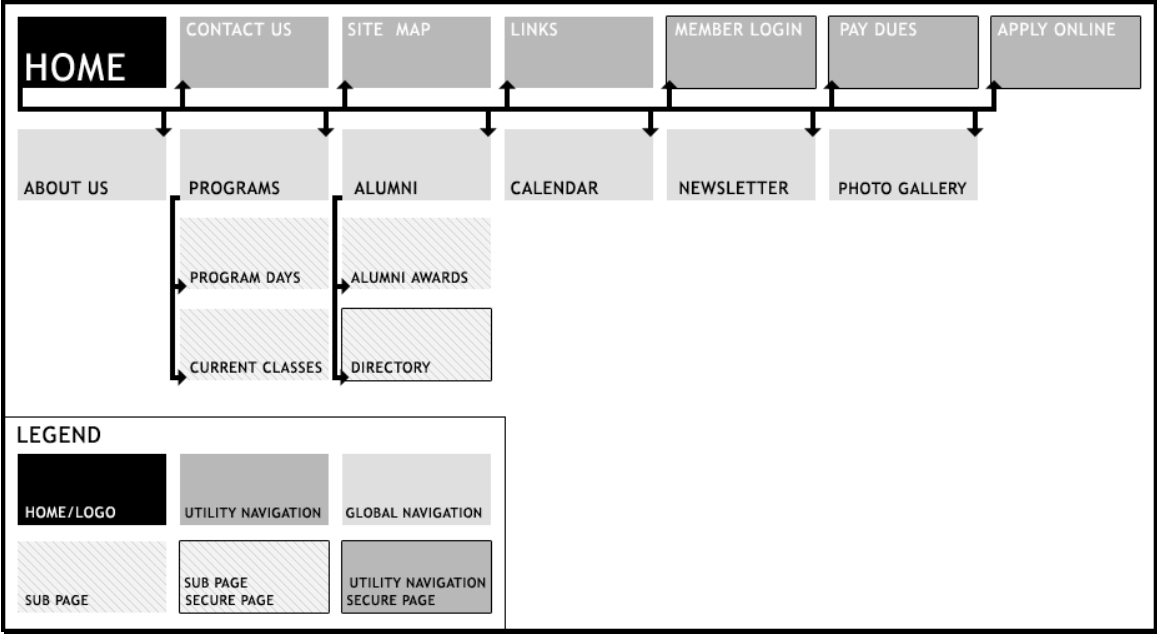


Figure #2: Site Map for Leadership Sandy Springs