

PROJECT: Greater Atlanta Aqua Society

Objective

A website that appeals to a diverse aquatic aerobic audience in both design and usability. The design approach includes imagery and colors that will give the user an energetic yet refreshing feel.

Target Audience

As requested by the client, to make a website that caters to the needs of an older audience, which the majority of the aquatic society is made up of, while still designing to appeal to a younger member range.

Design Approach

Graphics full of water imagery were essential in giving users a taste of the experience they would have involving water aerobics. An image of a lady having a great time was positioned top right as an aid to depict the human side of a person literally having fun at water aerobics, resulting in a positive feeling. A compliment color to blue, orange, was utilized to highlight navigation areas in order to draw attention to them and also is a color to represent energy which associates with aerobics. Lots of saturated blues were used on the page layout to represent colors of water as well as depicting the soothing side of water aerobics.

As far as typography specifications go, easy to read sans serif fonts were utilized to be legible on-screen and pushed to larger sizes above the 14pt rule of thumb so that a greater group of users will find it readable. Two sans serif fonts were chosen for their legibility: Futura and Century Gothic.

Features

The site utilizes a simplistic navigation spanning horizontally along the top of the webpage as well as the bottom as to reiterate the navigation for easy access. The compliment color to blue, orange, was utilized to draw attention to the navigation areas through color contrast. The site also includes a sortable library section where users will be able to browse titles and media types that the aquatic society has to offer.

Initial Visual Compositions:

