

Amaya Jenkins

COMP 126

Design Spec


Summary:

I am redesigning Headhunter Hairstyling's website to have a more modern yet classic tone. In order to accomplish this, I decided to use a very neutral and delicate color palette consisting of white, black, and a small selection of mellow pinks. I felt that keeping the range of the color palette small would create a sleek and comforting tone for the overall site. I also chose to make use of clean lines in different aspects of the site to reinforce the modern tone I was going for. The integration of the small color range of softer-toned pinks added the classic comforting aspect many hair salons create within the salons themselves. I believed this was the best approach to redesigning this particular website. I say this because I think that more people would be drawn to the site if it looked as I described and thus generate more traffic. The classic and modern tone that I created made the content easily accessible by generating a clear and obvious flow of information.

Layout Mock-up:

Desktop View


Homepage:




Headhunters
Hairtyling


About us Services Gallery Contact

Our Beginning





Meet Our Stylists









205 S Baylen St. Pensacola, FL | 850-433-3308 | info@headhunterhairstyling.com

Secondary Page:



Headhunters
Hairtyling

About us Services Gallery Contact

Services & Pricing


Cut	_____	\$\$\$
	_____	\$\$\$
Color	_____	\$\$\$
	_____	\$\$\$
Foil Color	_____	\$\$\$
	_____	\$\$\$
Styling	_____	\$\$\$
	_____	\$\$\$
Nails	_____	\$\$\$
	_____	\$\$\$
Hair Care	_____	\$\$
	_____	\$\$


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Mobile View


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MENU 


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MENU 

Services & Pricing

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_____ \$\$

Foil Color

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_____ \$\$

Styling




_____ \$\$
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Nails

_____ \$\$
_____ \$\$

Hair Care

_____ \$\$
_____ \$\$

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Design Palette

Text

Homepage:

Ag H1 Raleway ----- 2em
Ag Aside H1 (below 824px) Raleway ----- 1.95rem
Ag Aside H5 Raleway ----- 0.83em
Ag Main Paragraph Raleway ----- 1rem
Ag Aside Paragraph (above 1438px) Raleway ----- 1rem
Ag Aside Paragraph (1438 - 1353px) Raleway ----- 0.9rem
Ag Aside Paragraph (below 1353px) Raleway ----- 1.1rem
Ag Nav <a> (above 1261px) Raleway ----- 0.85em
Ag Nav <a> (above 1261px hover) Raleway ----- 1.2rem
Ag Nav <a> (below 1261px) Raleway ----- 1.1rem
Ag Footer info (above 824px) Raleway ----- 1.1rem
Ag Footer info (below 824px) Raleway ----- 0.85rem
Ag Footer credit (above 824px) Raleway ----- 1rem
Ag Footer credit (below 824px) Raleway ----- 0.6rem

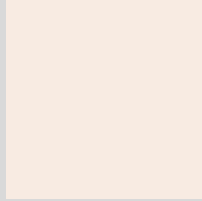
Secondary Page:

Ag H3 (above 824) Raleway ----- 1.7rem
Ag H3 (below 824) Raleway ----- 1.3rem
Ag Main text (above 824px) Raleway ----- 1.1rem
Ag Main text (below 824px) Raleway ----- 0.58rem
Ag Nav <a> (above 1261px) Raleway ----- 0.85em
Ag Nav <a> (above 1261px hover) Raleway ----- 1.2rem
Ag Nav <a> (below 1261px) Raleway ----- 1.1rem
Ag Footer info (above 824px) Raleway ----- 1.1rem
Ag Footer info (below 824px) Raleway ----- 0.85rem
Ag Footer credit (above 824px) Raleway ----- 1rem
Ag Footer credit (below 824px) Raleway ----- 0.6rem

Colors



#CC8B86



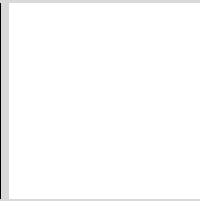
#F9EAE1



#7D4F50



#000000



#FFFFFF