Landing Page

By Nakonechna Kateryna

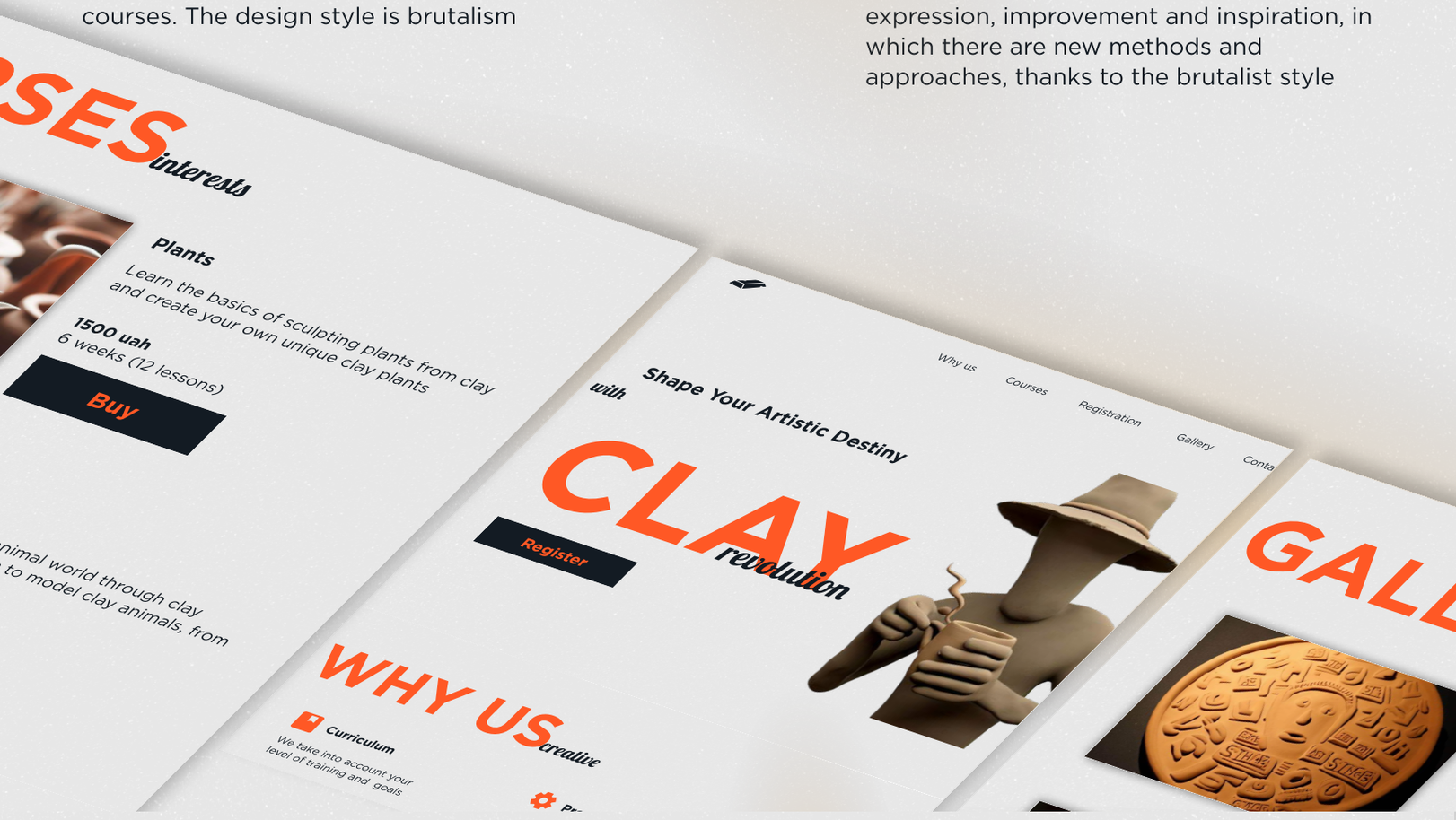
June 2023

About project

The project was created for clay modeling courses. The design style is brutalism

Main task

The main goal of the project is self-expression, improvement and inspiration, in which there are new methods and approaches, thanks to the brutalist style



Target audience

The project is aimed at young people who have a creative attraction and are interested in developing clay modeling skills

Fonts

AaAa **HomepageBaukasten**

I used the font homepagebaukasten to It adds a sense of handwritten writing and deep, lively lines, which is ideal for expressing the creativity, eccentricity and creativity that are inherent in clay modeling courses.

Aa *Lobster*

I used Lobster font to give the project a unique and sophisticated look. The font Lobster has a handwritten style with harmonious round shapes and curved lines that resemble lines of molded clay.

Solution

I used brutalist style to create a unique look for the project." From courses to homepage design, every detail and element reflects strength, courage, and creativity.

The use of rough geometric shapes and textures adds visual energy and expressiveness to the design.

All graphic elements, including photographs, illustrations and icons, are selected taking into account a brutalist aesthetic approach. They convey strength and expressiveness, while remaining stylish and modern.

Colors

BCB8B1

FFB13D

FF5825

131B23

Structure of the project

1. Main page

Includes top menu, large image, course name, and registration button

2. Why us

Include a short text block with icons that Describes the benefits of the courses

3. Courses

List of available courses in clay modeling. Each course is represented by a title, short description, and image. The duration of each course and price are also indicated.

4. Gallery

Image gallery showing various creative works created by participants in clay modeling courses.

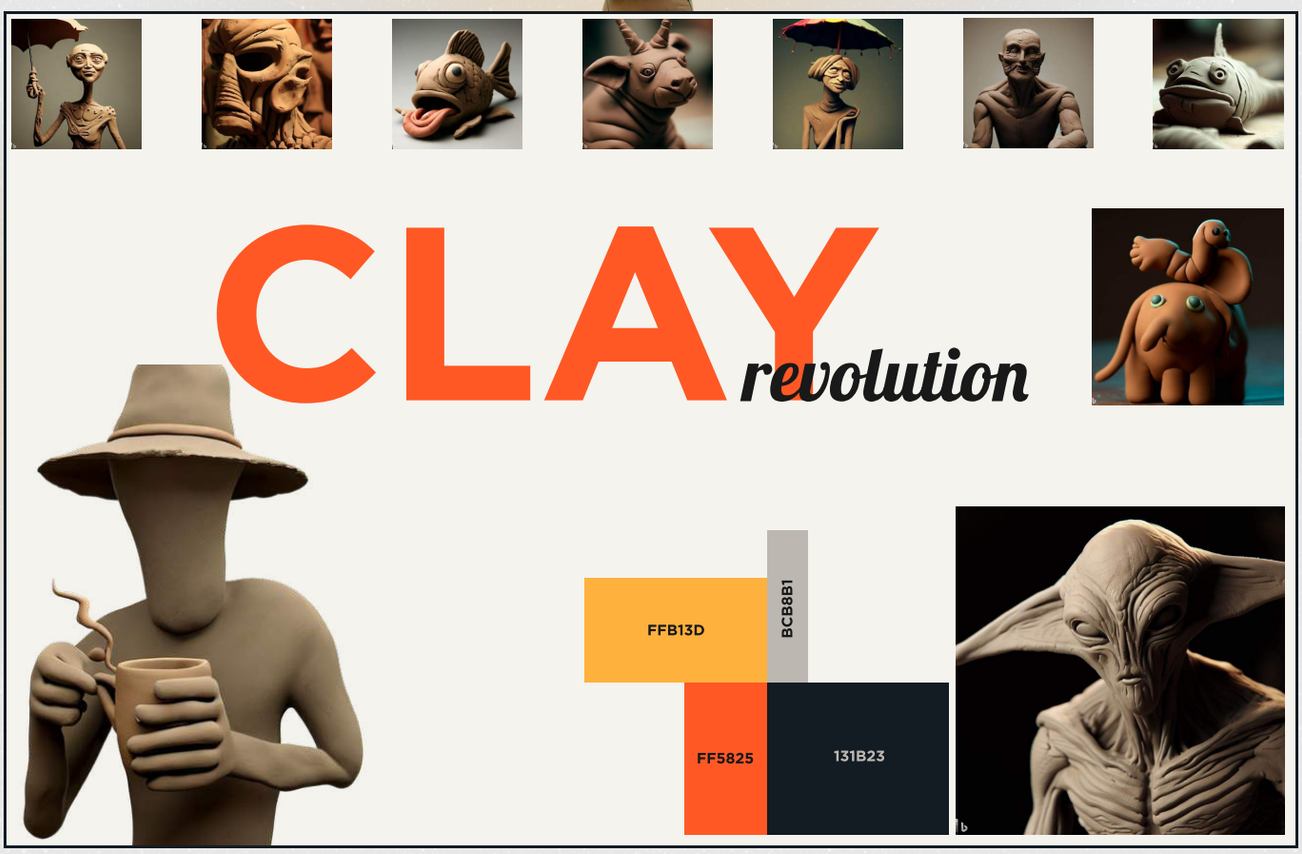
5. Registration

A registration form where users can fill in the selected course, entering a name, contact details, and course selection.

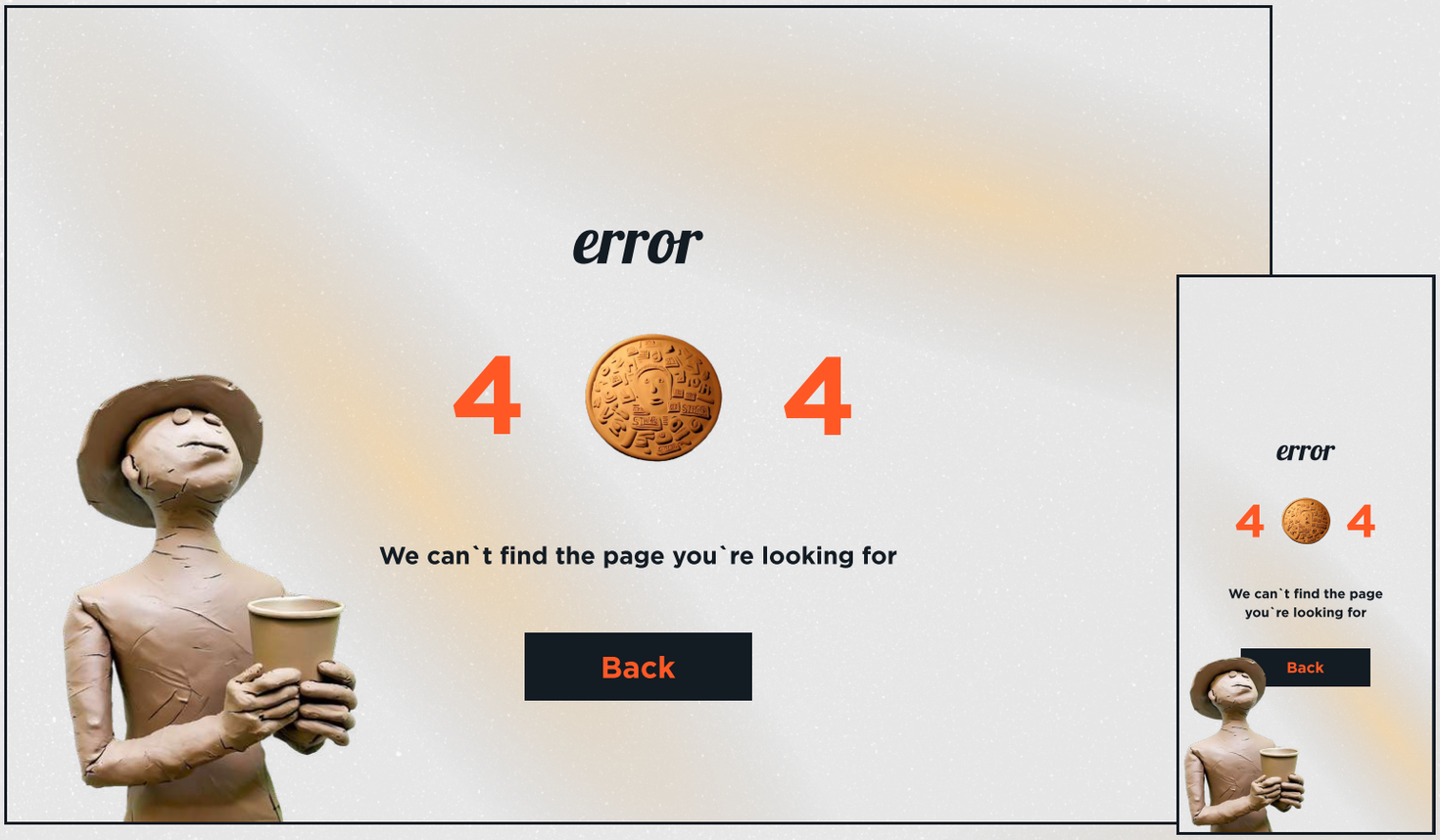
6. Contact

Project contact information, including phone, email and address.

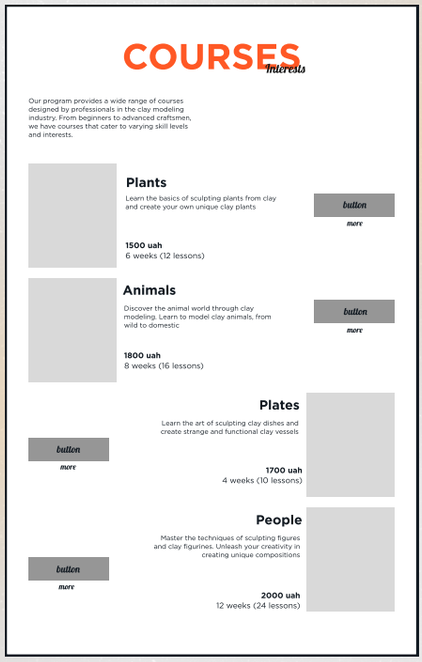
Moodboard



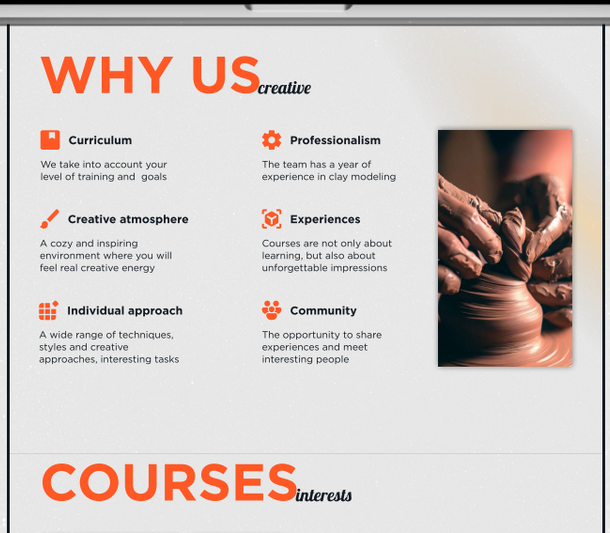
Page 404

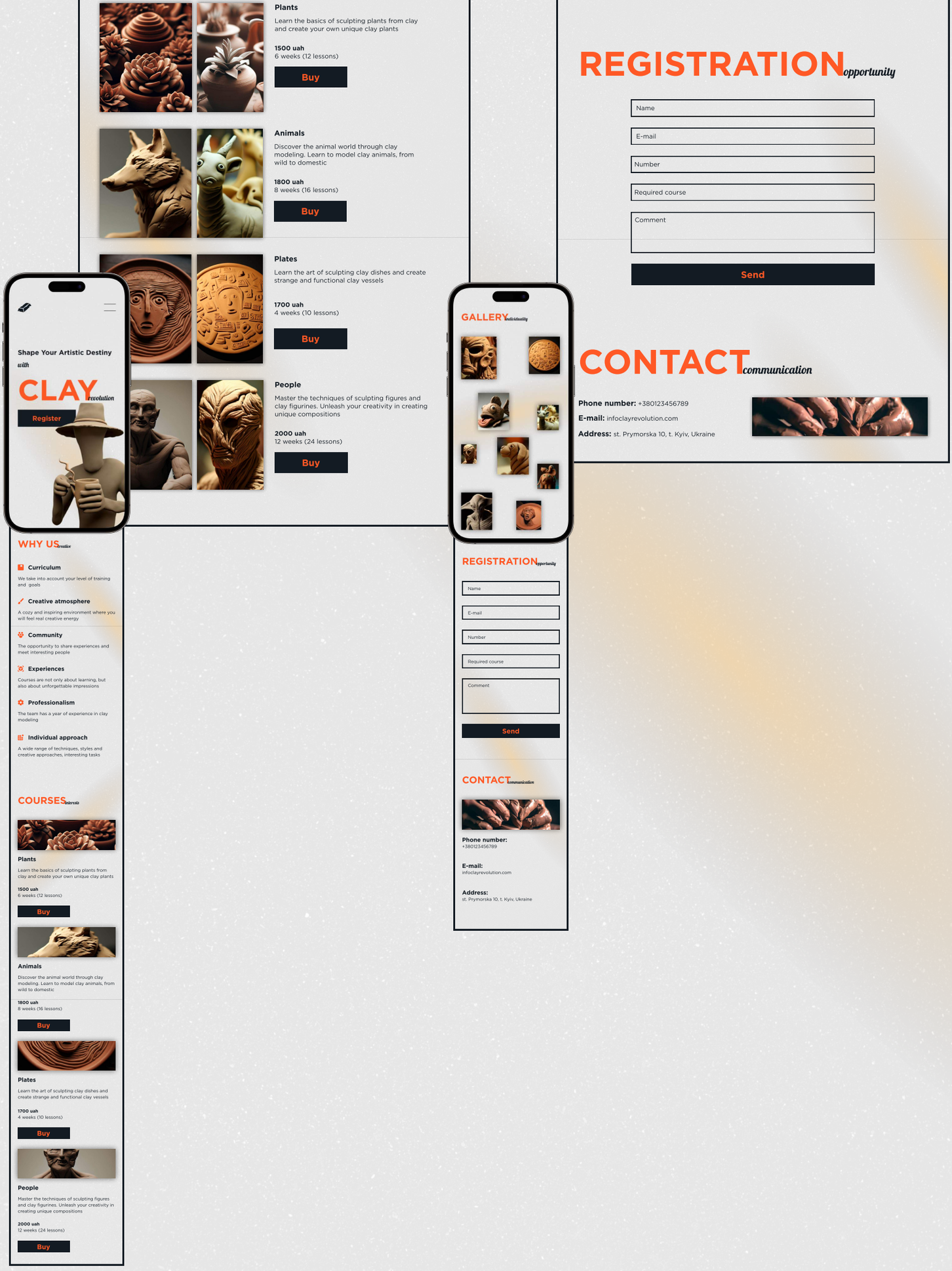


Wireframe



Desktop and mobile version design





Thank you for watching

If you need a website design - message me on Instagram : @kateryna.webdesigner