Devon Benz

My audience is college age students. This audience is more tech-savvy than an older generation and has more education and knowledge than a younger audience. The phrasing and language I use are how I would professionally communicate with people in my age and demographic group. I choose to keep my main navigation along the bottom with a home button always at the top left. The previous button always goes back to the page before and the next moves one page forward. There are clickable hyperlinks on the building block page and images. I originally choose a template that preexisted called inkwell. The theme had preset sizes and fonts that I kept but changed the default color scheme to more greens, purple and neutrals. The font type is Goudy Old Style, body and title, there are serifs, the descenders stay close to the baseline, and the set width is close within the words.

The hexadecimal for the colors are:

 Green: #738450

 Gray Yellow Green: #E8E9D1

 Medium-Green: #9EB060

 Orange: #D09A08

 Yellow: #F2EC86

 Brown: #824F1C

 Maroon: #511818

 Purple: #553876

Type font:

Goudy Old Style (normal)

**Goudy Old Style (bold)**

*Goudy Old Style (italic)*

Goudy Old Style

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890