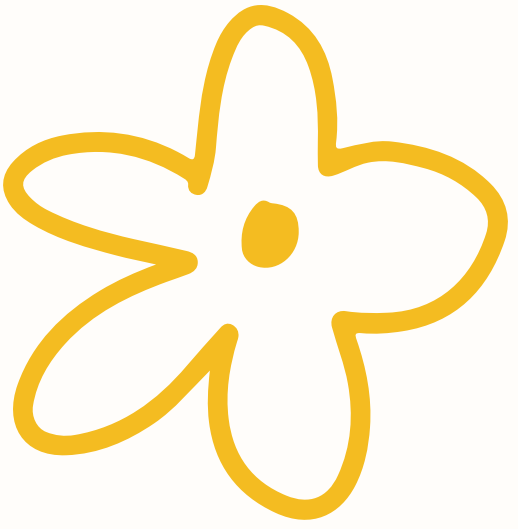


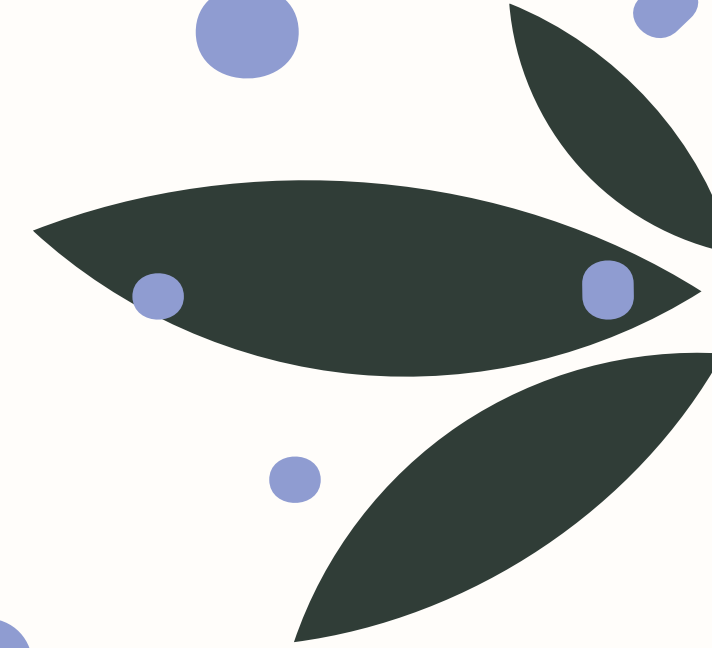


Creating natural body care products for beginners

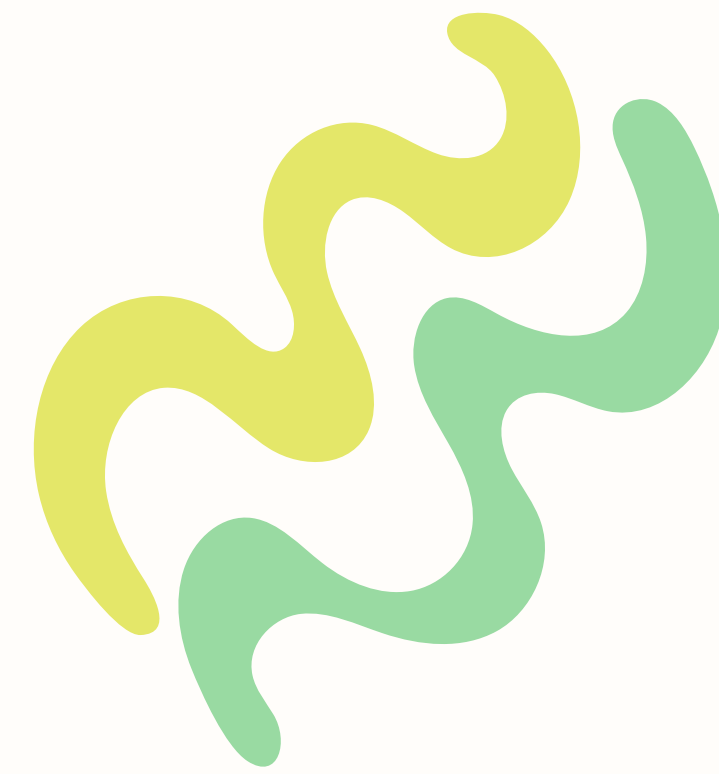
Qu Benjamin-Gilliam
Crit 3: Delight


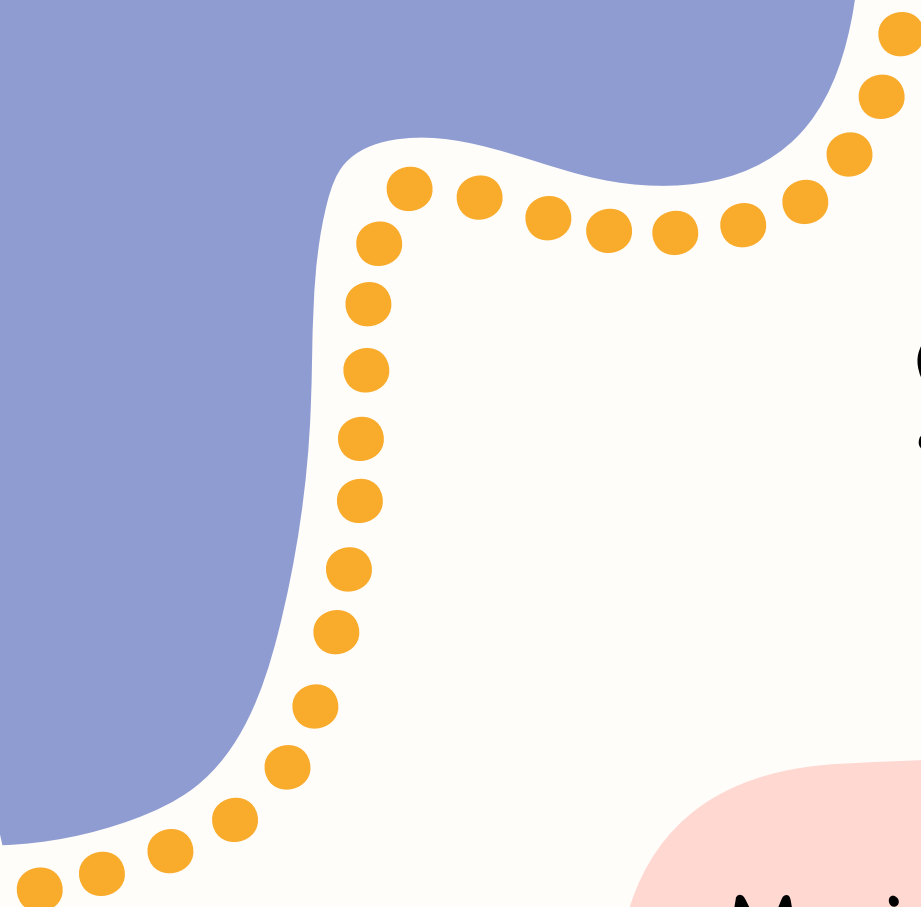


Twitter Description



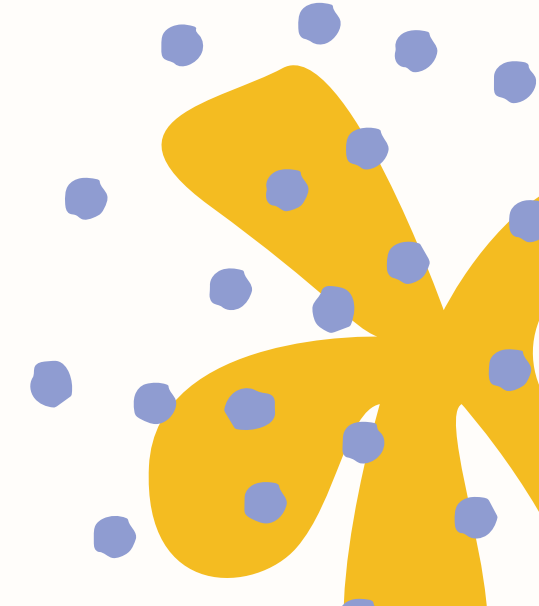
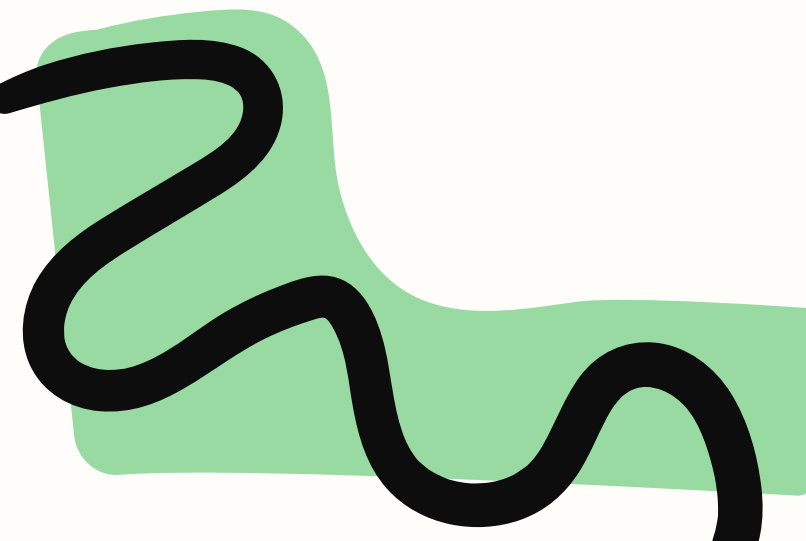
An educational yet fun and light website providing tutorials on how to make, store and prepare to use a range of natural products

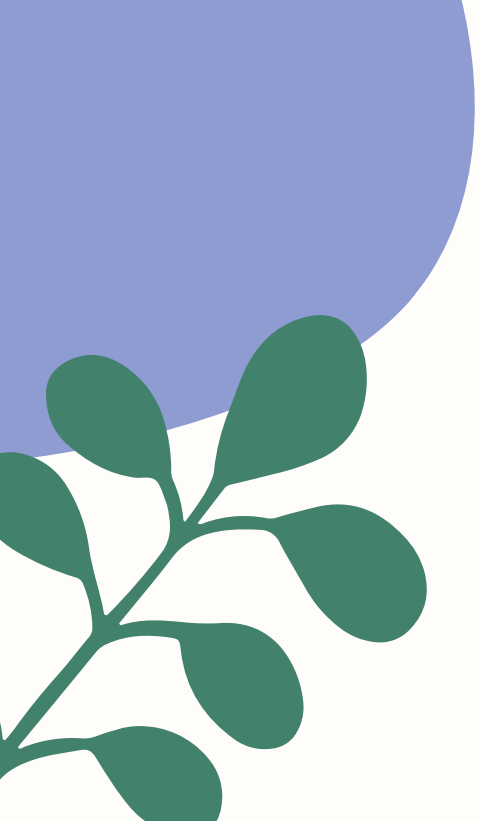




Statement of intent

My intention is to add a spin to the traditional look and feel of website that provide a range of information regarding natural products. It is very much always earth tones, muted colours. However I want to use lively colours that represent the herbs that'll be used. I want to create a light and fun atmosphere.





Tone of language

Simple

Fun

Entertaining

Light

Airy

Bright

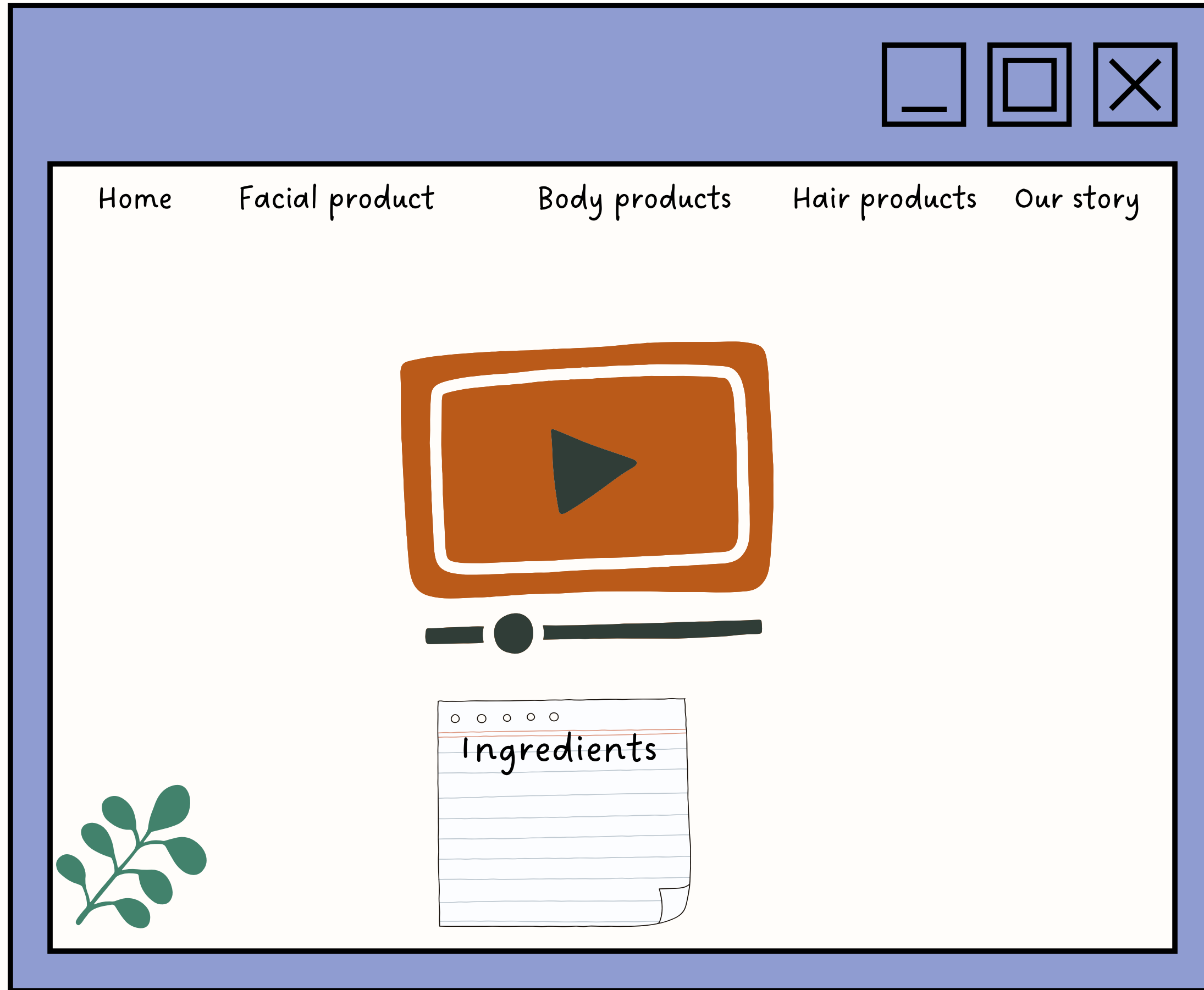
Educational

Quirky

intriguing



Visual design: layout



Visual design: layout


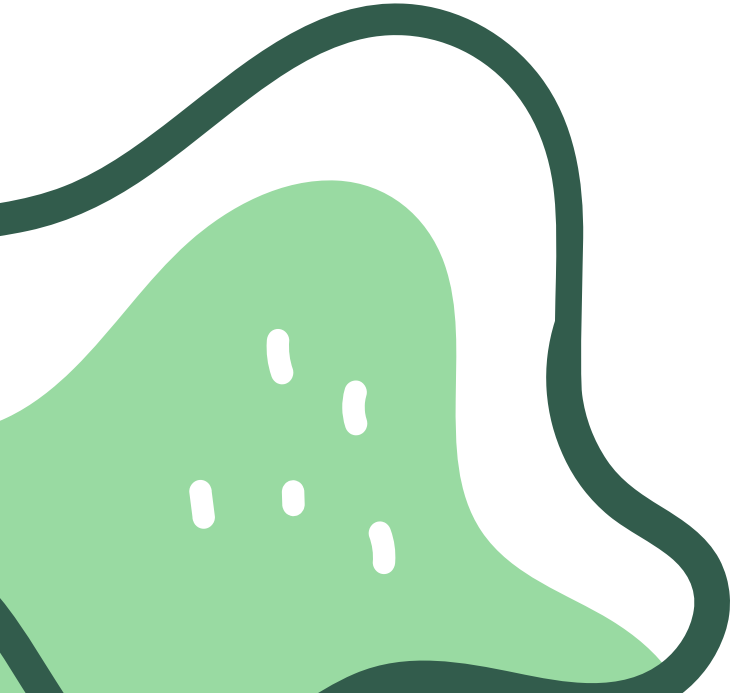




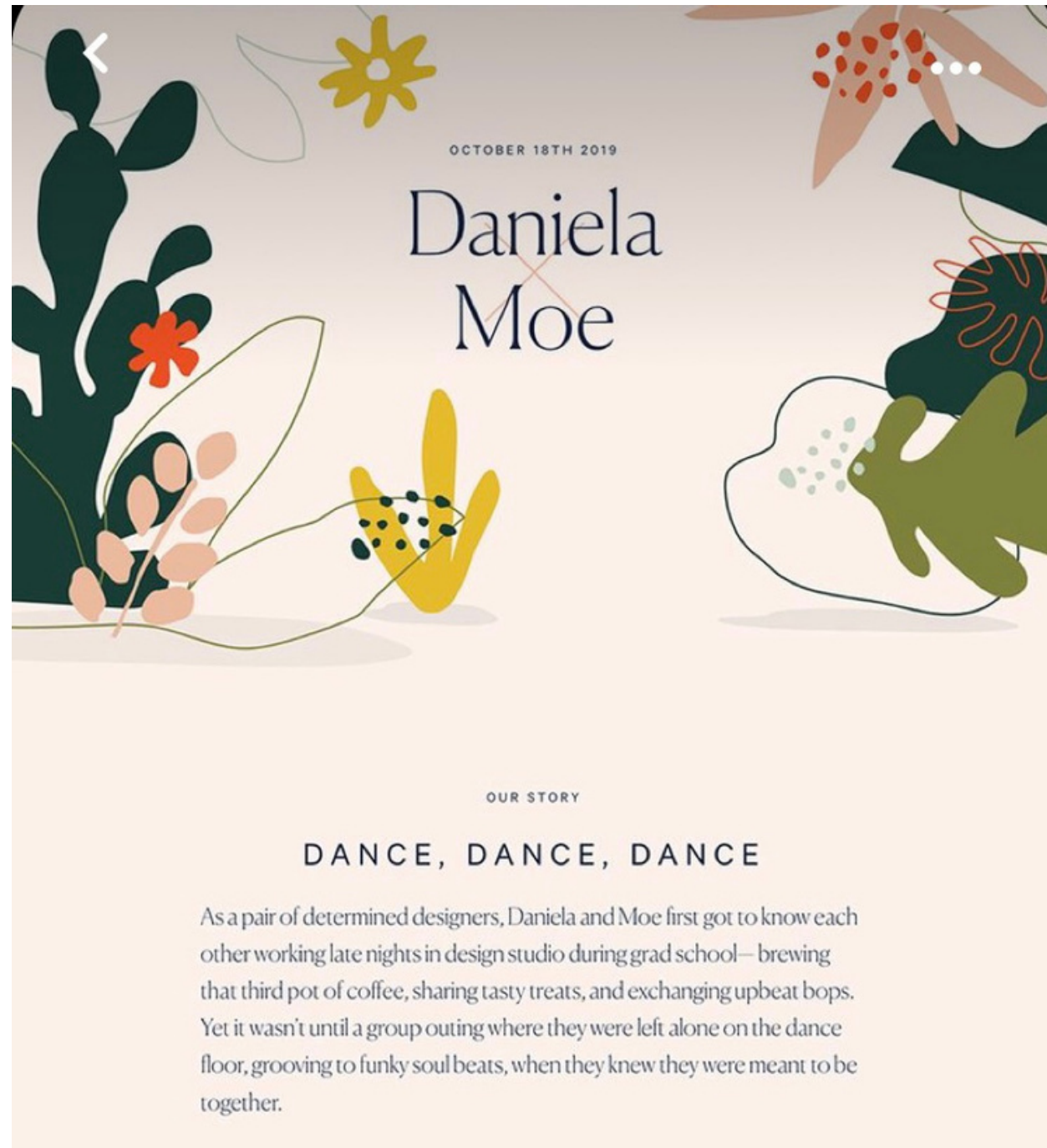
Name

Casero= homemade

I want a name that includes "casero" somehow. However the name is very important. As of now I don't have a name.



Mood board



Visual Design: Colour



#000000



#325c4c



#26676d



#99daa2



#e4e769



#f4bc21



#f9ab2b



#ffd8d1



#8f9cd1



Visual design: type



Indie Flower
Kimberly Geswein

1 style

Ingredients: 5g of
Lavender 10g of Grape-
seed oil 1g of Lemon
grass

Caveat
Impallari Type

Variable (1 axis)

Ingredients: 5g of Lavender
10g of Grape-seed oil 1g of
Lemon grass

Shadows Into Light
Kimberly Geswein



1 style

Ingredients: 5g of
Lavender 10g of Grape-
seed oil 1g of Lemon
grass

Edu NSW ACT Foundation
Tina Anderson, Corey Anderson

Variable (1 axis)

Ingredients: 5g of Lavender
10g of Grape-seed oil 1g of
Lemon grass



Images vs illustrations

I would like to use illustrations within the website to fit the aesthetic. I am currently taking classes through apple to learn procreate and how to make simple illustrations. I want to have quirky, fun illustrations. However, the videos will have real life footage.



THANK YOU
SO MUCH!

