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MEJO 187

17 September 2024

Project 1 Writeup

My audience is people, mainly women, who are interested in women trailblazers in fashion throughout time. The women and the clothing they created are the focal point of this story, so in line with my competition with other fashion websites like Vogue, Cosmopolitan, Elle, and others, I kept the design of the website minimalist and used somewhat muted colors to let the fashion speak for itself. For the typography, I used a serif font to emphasize the elegance that fashion typically conveys and an easily digestible sans serif font for the body. Depending on the purpose for visiting the site, users might be more likely to visit the mobile version over the desktop and vice versa. For users who would browse this website while shopping for clothes in person or seeing an interesting piece out and about, I curated a simple to navigate mobile site. For users who are doing research on these women or otherwise have the opportunity to thoroughly look at the website, I created a desktop version that utilized the extra space with a couple more pictures.

My AI-generated centerpiece graphic is an exemplar of the muted colors and simple design that I created. I did make my website colors slightly more pigmented than the colors in the graphic to draw the users in and to avoid the, in my opinion overly-popular, beige minimalist style that would make the website quite boring. As far as the contents of the graphic, my prompt ensured that there were four women modeling a variety of different clothing, a direct correlation to the four women that my website features. I asked Bing Chat to have the models be faceless to

add to the mystery of who these four women are, as the primary purpose of this website is to learn about these trailblazers.

For my AI image generation prompts, I made sure to specify the style of drawing, catering each search to the style of the woman I was trying to emulate. My main interactive feature is my timeline on the homepage. I specifically chose fashion trailblazers over a period of about one hundred years to utilize this feature to its fullest potential, showcasing the transformation of fashion throughout the past century. Similar to the timeline, I included arrows on the top of the four pages for each woman that act as a carousel for the user to cycle through.

AI Image Generation Prompts

Homepage:

- <https://www.bing.com/images/create/a-muted-colored-line-drawing-of-four-fashionable-w/1-66e7600aa77e420385e1e873829f34d7?FORM=GENCRE>

Jeanne Paquin:

- <https://www.bing.com/images/create/a-simple-watercolor-of-a-french-style-everyday-dre/1-66e76495180b488c942c9d26f00bc061?FORM=GENCRE>
- <https://www.bing.com/images/create?q=a+simple+watercolor+of+a+french-style+everyday+dress+from+the+1890s+with+a+feather+in+a+hat&rt=3&FORM=GENCRE&id=1-66e7645857874fce94b5e2c7d1cc5db1>

Coco Chanel:

- <https://www.bing.com/images/create/vintage-drawing-of-a-1920s-women27s-suit-and-pencil/1-66e7671bb5d9416c90404e93261a01c3?FORM=GENCRE>
- <https://www.bing.com/images/create/a-collection-of-a-variety-little-black-dresses-bei/1-66e767e19c31417e82b8c150008c929e?FORM=GENCRE>
- <https://www.bing.com/images/create/watercolor-of-no-9-chanel-perfume/1-66e765f17ac4456095cd49000857fe92?FORM=GENCRE>

Mary Quant

- https://firefly.adobe.com/generate/images?ff_channel=adobe_com&ff_campaign=ffly_ho_mepage&ff_source=firefly_seo&id=6f452806-39c2-433d-929d-6c79a638ebb2
- <https://www.bing.com/images/create/a-simple-polka-dot-pattern-that-give-a-1960s-hippi/1-66e76a653df94377897a66ccc142818f?FORM=GENCRE>

Stella McCartney

- <https://www.bing.com/images/create/a-simple-black-purse-with-a-chain-draping-graceful/1-66e76b46d7344827b6be46b416f4e294?FORM=GENCRE>
- <https://www.bing.com/images/create/a-drawing-of-a-simple-elegant-black-floor-length-s/1-66e76c5acbc49c3965128fb454c3c36?FORM=GENCRE>
- <https://www.bing.com/images/create/a-landfill-of-dirty-clothes-that-have-lost-their-v/1-66e76cef3a224e78a1e1ab4b946dfe2e?FORM=GENCRE>