

THEME NAME

CONTRAST

DESCRIPTION

**THEME MADE FOR SMASHING MAGAZINE
TYPOGRAPHIC LAYOUT DESIGN CONTEST**

VERSION

1.0

AUTHOR

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AUTHOR URI

[HTTP://WWW.PAULLINDER.SE](http://www.paullinder.se)

LIVE DEMO

[HTTP://WWW.PAULLINDER.SE/CONTRAST](http://www.paullinder.se/contrast)

ABOUT THE THEME

My aim as a designer is to keep it clean and simple but with a twist. Unnecessary mouse clicks is the worst and objects which doesn't add anything goes right out of the window, so for me, designing this template has been a real challenge. To keep it simple but still change focus, from the actual content on to the shell of the web site. Therefore, I had to break some of my own ground rules.

01. One extra mouse click

In order to view the actual content you have to click at least two times, one to expand the category and one to go to the project page. I choose to do it this way because I wanted the user to get a overview when he/she enters the site and to give each project it's own page to make permalinking easier and to give the project the right amount of focus.

02. Unnecessary details

Because the task was to focus on the typographic I choose to add some unnecessary typographic details, this to make the site feel more complete.

Because of the focus on typography and the above mentioned unnecessary details and my Swedish design heritage I choose to tone down the colours and stick to just black and white.

I've exclusively used arial as the font, in different sizes, upper and lower case, and in different kering. This because I wanted to stick with a web safe font, and this where also a challenge, to make a web safe font become interesting, to make it stand out.

I choose to make a wordpress template just because I think wordpress is a very powerful tool to use these days.

The target group for the template is someone who wants a portfolio or a smaller company that wants to showcase their work.