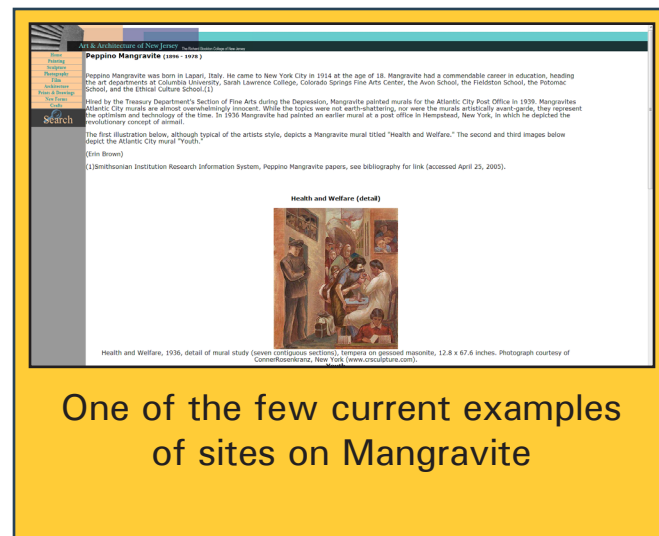


# Design Rational

In researching the artist Peppino Mangravite I had found that there was very little information available online about his life and work. While my research to date focuses on two of his mural commissions, I wanted to start a web site which could potentially grow to include my continued research. With this in mind the site needed to reflect the period of time in which the majority of his work was produced, the 1930s and 40s, and as I do not know how often I will be able to update the site I wanted to make sure that I did not use too many design elements which could connect it to 2013 either.

Keeping with the idea that this could grow to incorporate more of Mangravite's life I was unsure of which main navigation categories to include which would allow for easy expansion later. Another challenge is how to best present images of his work, beyond the fact that most are not in public domain, I do not have many images making a gallery style presentation difficult at this point in my research.



# Logo/Logotype



Originally I wanted to use a type face which would resemble Mangravite's signature, however once I started to look at them they were too flowery and did not connect with his artistic style. From there I looked at posters and advertisements from the 1930s and 40s, along with the materials made to publicize the WPA programs in which he participated to see the type of type they used. Many used clean sans serif type, which could be seen in the redesign of the London Underground corporate identity in the early 1930s, Penguin Books cover designs and interestingly in Life magazine which was started in 1936.

So I decided to go with a sans serif, Futura, Gill Sans and a Universal were all typefaces designed in this period. None of these are standard web fonts and I wanted to use Univers but it was not free so I found Roboto which has a very similar M which was important. It also has six cuts and an italic version for each so I will use that on the site (my mock ups use Univers). I can possibly use Arial for the body copy, since it gives more space to the letters than Helvetica and lighter than Verdana as the standard web fonts.

I did create a "logo type" using Univers because I did not want to just type his name out as the title to the site. It is all capital letters to avoid the hanging G and in stacking the letters reflects Art Deco design, the stacking of words seen in WPA posters but in a more modern way that makes it no longer a grouping of words but an individual item.

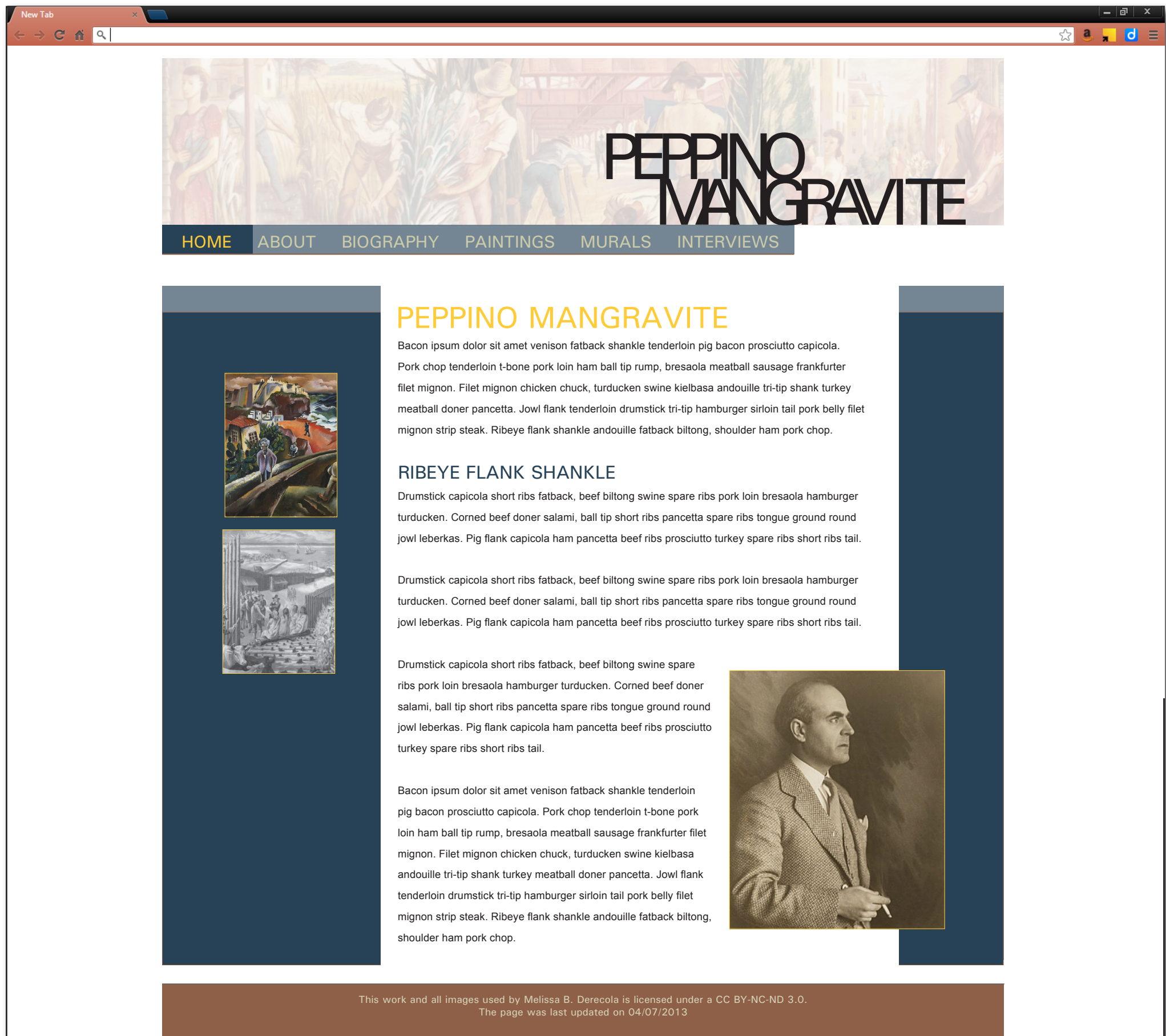
# Color Palette

When selecting a color palette I looked at images of Mangravite's work available in color and saw that he used a lot of browns and oranges. I liked the idea of browns for their earthy feel, the orange I felt was too intense and could strain the viewer's eyes. From reading letters I know that he often used colors that were deemed too bright, so I felt that I could use bold colors.

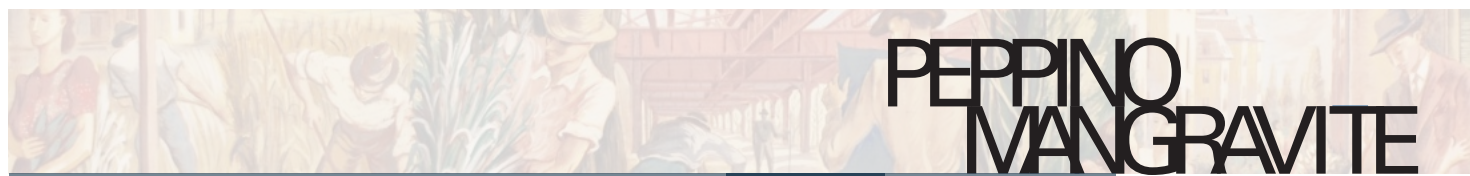
With these things in mind I decided to go with blues and browns for the main colors. The oranges in his paintings will then create a bold contrast against the blues. For highlights I selected a bright yellow and I also wanted an alternative to white so I selected a gray.

Hex: #7EB5D6 R: 126 G: 181 B: 214	Hex: #DFC184 R: 223 G: 193 B: 132	Hex: #FFCC33 R: 225 G: 204 B: 55
Hex: #274257 R: 39 G: 66 B: 87	Hex: #8F6048 R: 143 G: 96 B: 72	Hex: #CCCC99 R: 204 G: 204 B: 170
Hex: #2A75A9 R: 42 G: 117 B: 169	Hex: #644436 R: 100 G: 68 B: 54	

# Mockup - Home Page

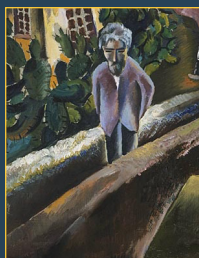


# Mockup - Second Level Page

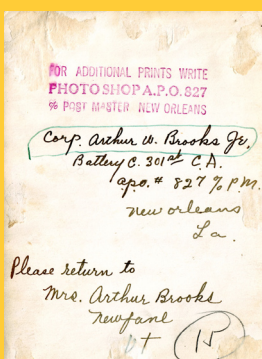


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*Drumstick capicola short ribs fatback, beef biltong swine spare ribs pork loin bresaola hamburger turducken. Filet mignon chicken chuck, turducken swine kielbasa andouille tri-tip shank turkey meatball doner pancetta. Ribeye flank shankle andouille fatback biltong, shoulder ham pork chop.*



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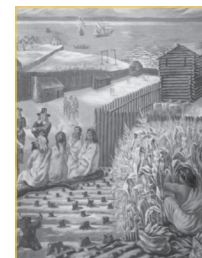
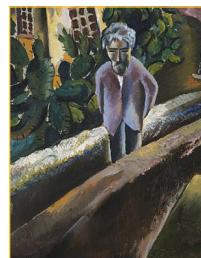
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## RIBEYE FLANK SHANKLE

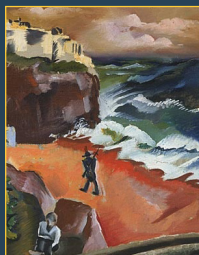
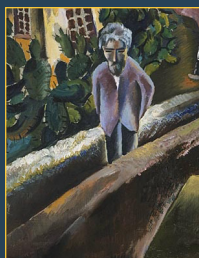
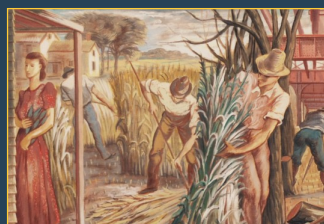
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## **Additional Experimentations and Mockup Ideas**



# PEPPINO MANGRAVITE

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ABOUT

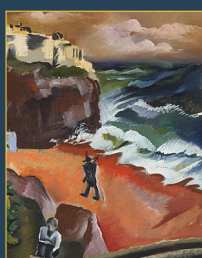
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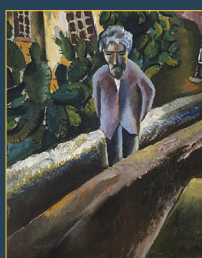
## INTRODUCTION



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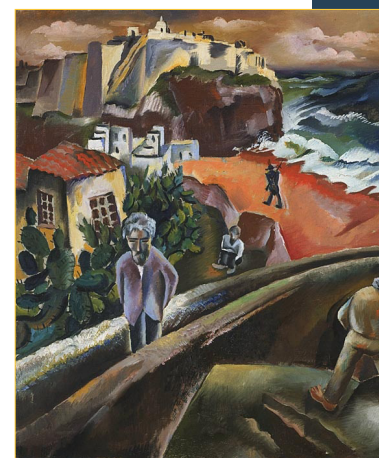
### RIBEYE FLANK SHANKLE

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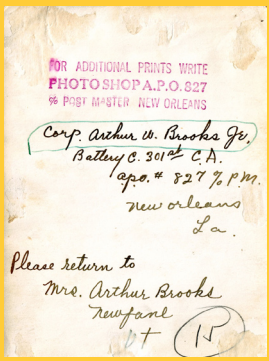
- ## MURALS
- ATLANTIC CITY
  - HEMPSTEAD
  - JACKSON HEIGHTS
  - U.S. VIRGIN ISLANDS



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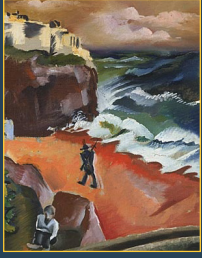
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ham pancetta beef ribs shankle tenderloin tenderloin t-bone pork sausage frankfurter turducken swine kielbasa pancetta. Jowl flank tail pork belly filet mignon



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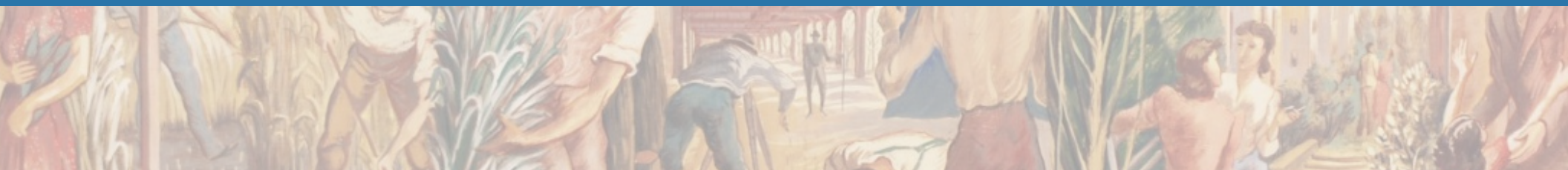
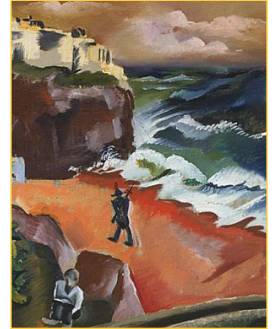
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## INTRODUCTION



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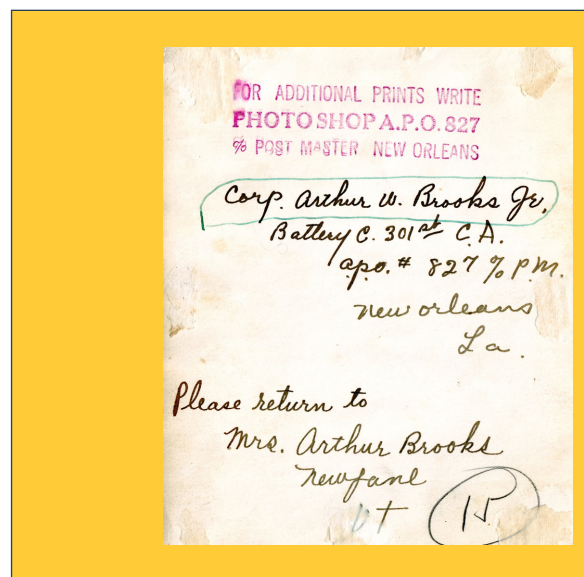
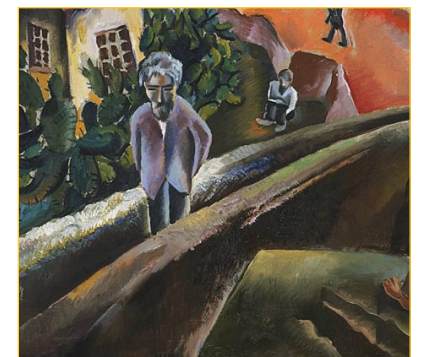
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## RIB EYE FLANK SHANKLE

Ribeye flank shankle andouille fatback biltong, shoulder ham pork chop. Drumstick capicola short ribs fatback, beef biltong swine spare ribs pork loin bresaola hamburger turducken. Corned beef doner salami, ball tip short ribs pancetta spare ribs tongue ground round jowl leberkas. Filet mignon chicken chuck, turducken swine kielbasa andouille tri-tip shank turkey meatball doner pancetta. Pig flank capicola ham pancetta beef ribs prosciutto turkey spare ribs short ribs tail.

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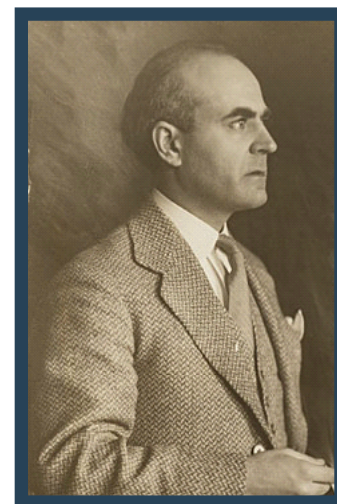
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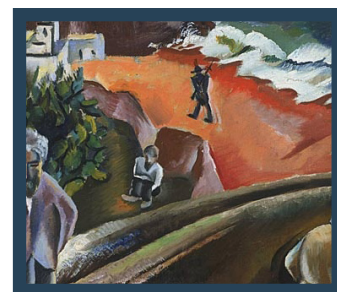


## RIBEYE FLANK SHANKLE

Ribeye flank shankle andouille fatback biltong, shoulder ham pork chop. Drumstick capicola short ribs fatback, beef biltong swine spare ribs pork loin bresaola hamburger turducken. Corned beef doner salami, ball tip short ribs pancetta spare ribs tongue ground round jowl leberkas. Pig flank capicola ham pancetta beef ribs prosciutto turkey spare ribs short ribs tail.



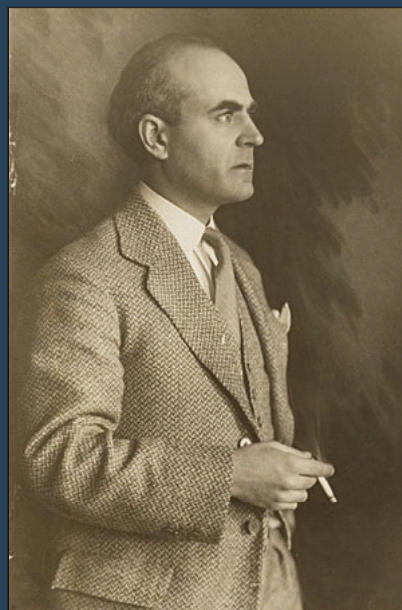
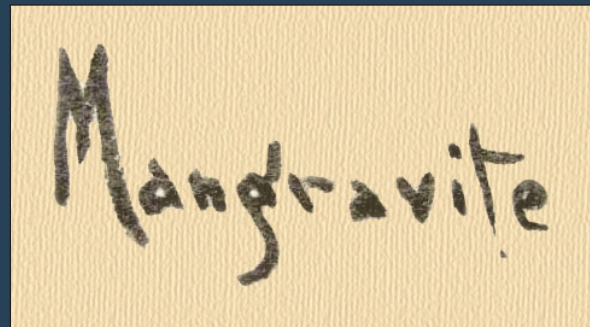
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# PEPPINO IVANGRAVITE

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