



반응형 웹사이트 리뉴얼 프로젝트

- 이나현

01 _ 정보구조 설계



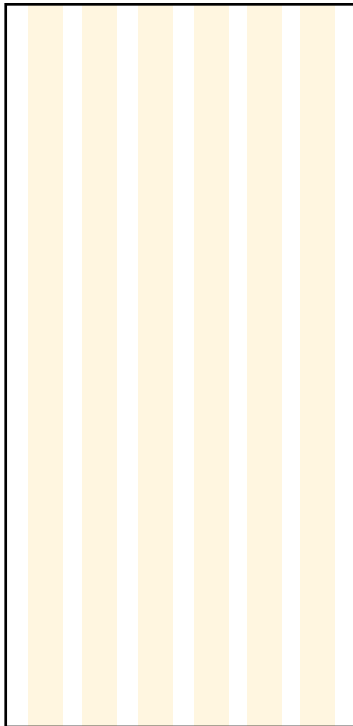
02 _ 네비게이션 설계



03 _ 그리드 시스템 설계

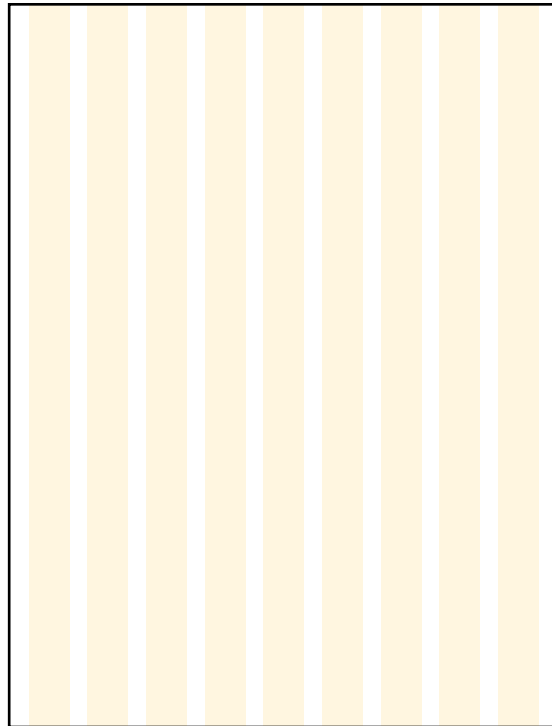
모바일

columns : 6 - 72px
gutter : 16px
767px 이하



테블릿 PC

columns : 9 - 72px
gutter : 20px
768px - 1023px



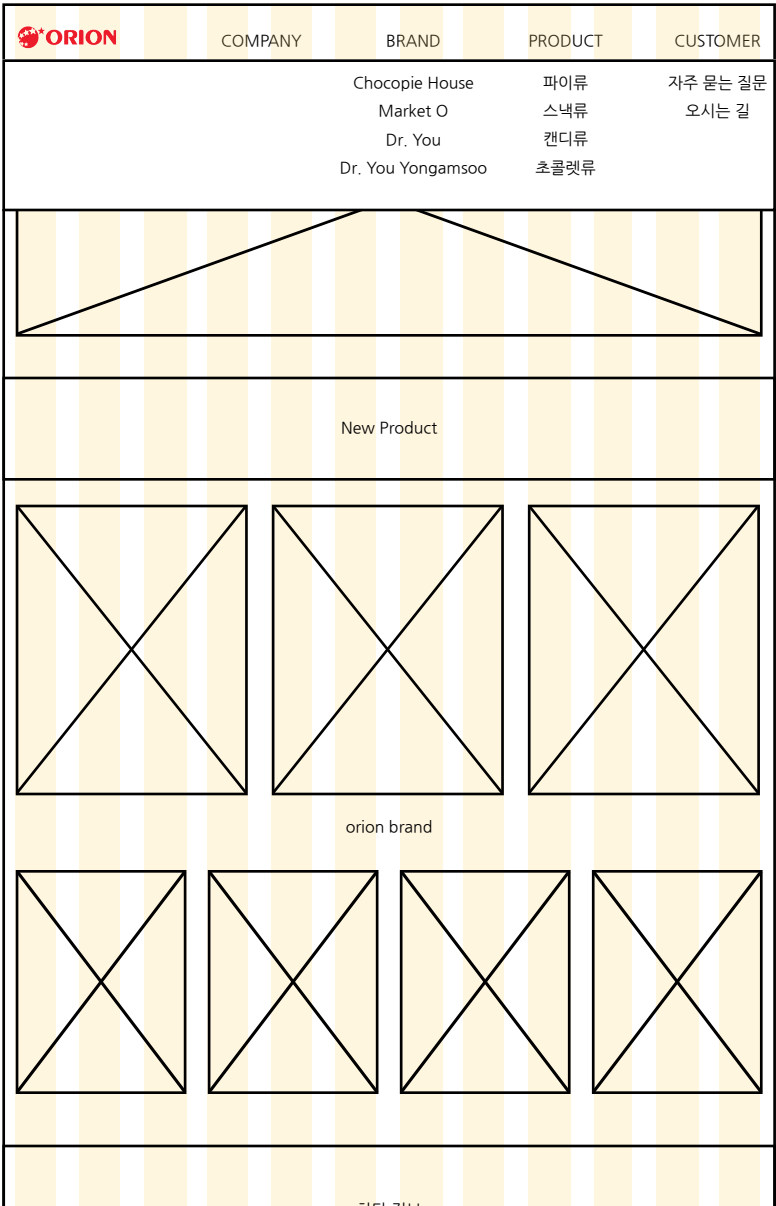
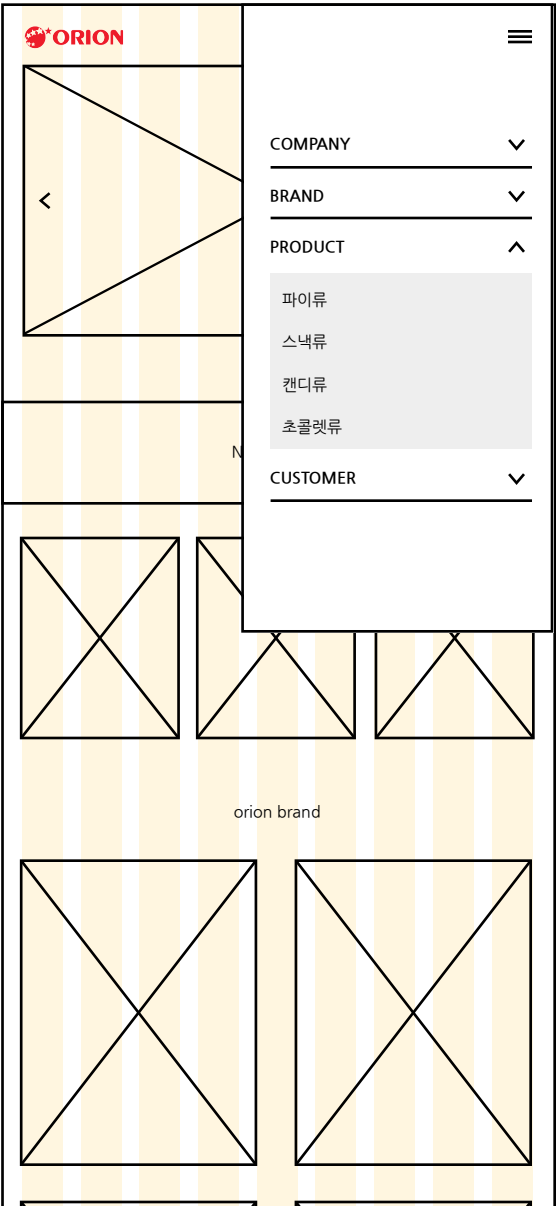
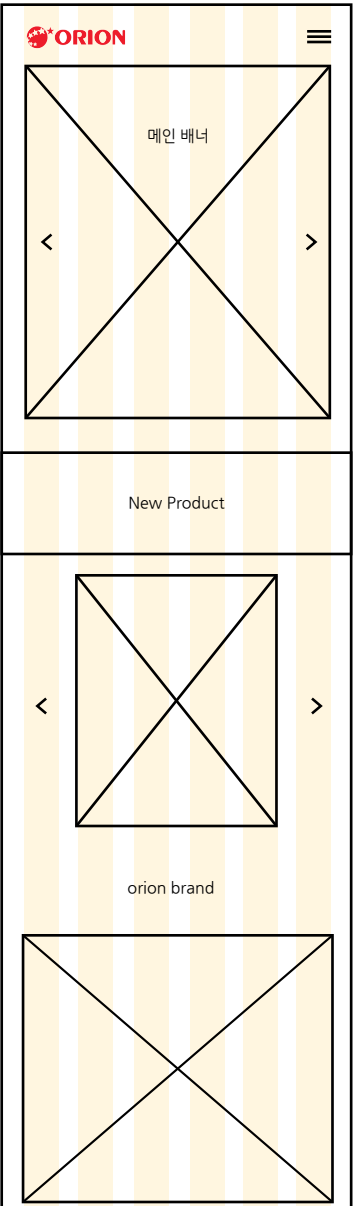
PC 웹

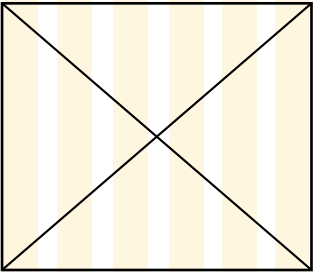
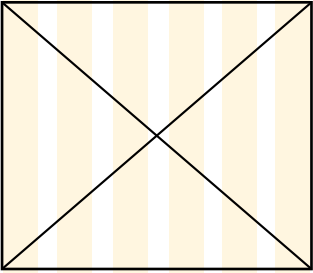
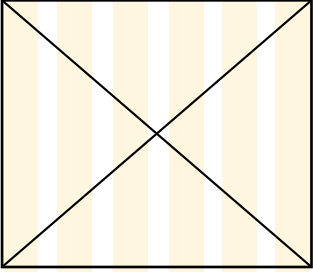
columns : 12 - 72px
gutter : 30px
1024px 이상

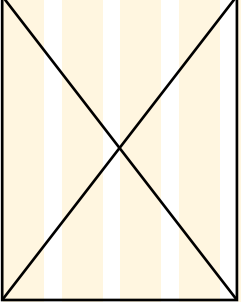
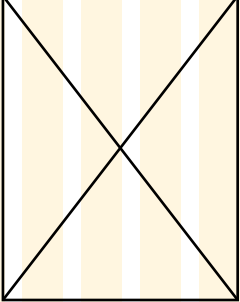


04 _ 와이어프레임

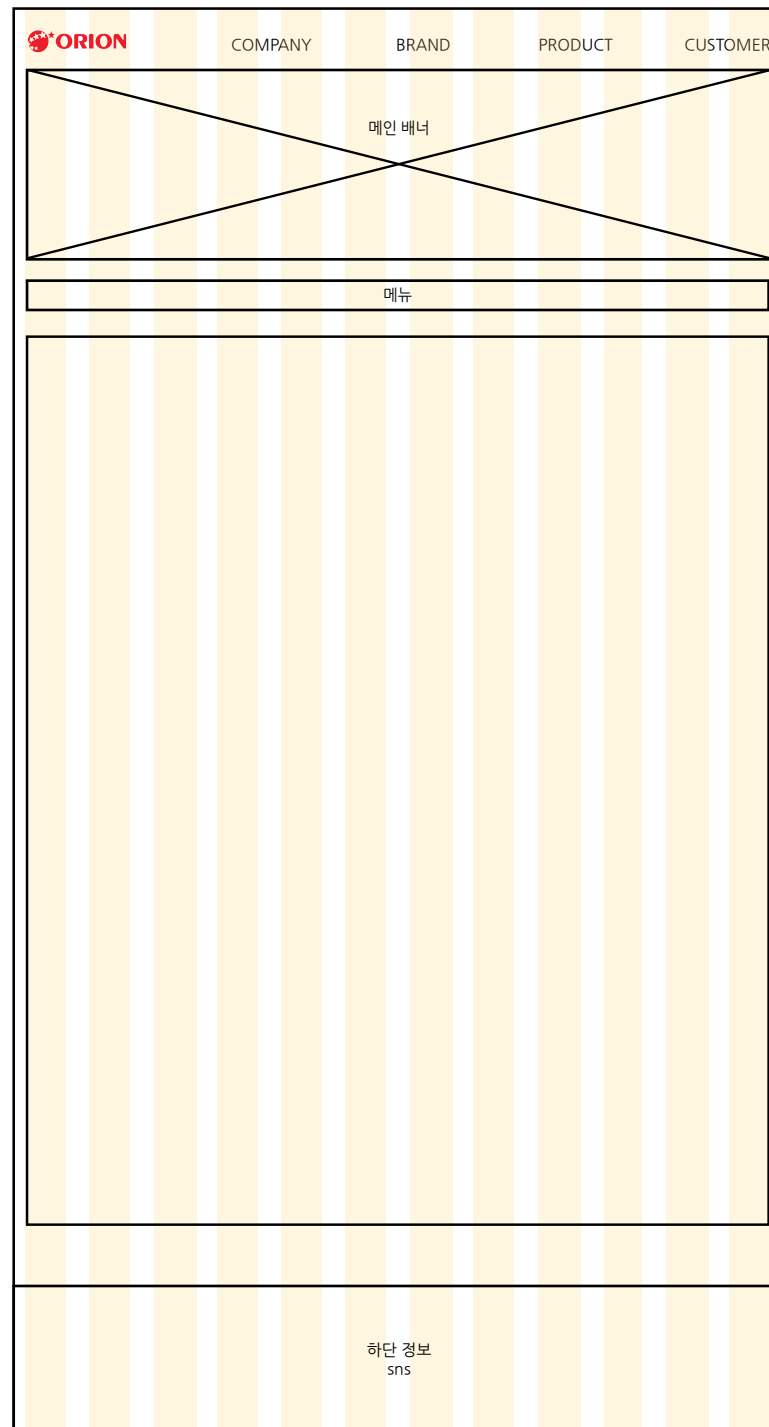
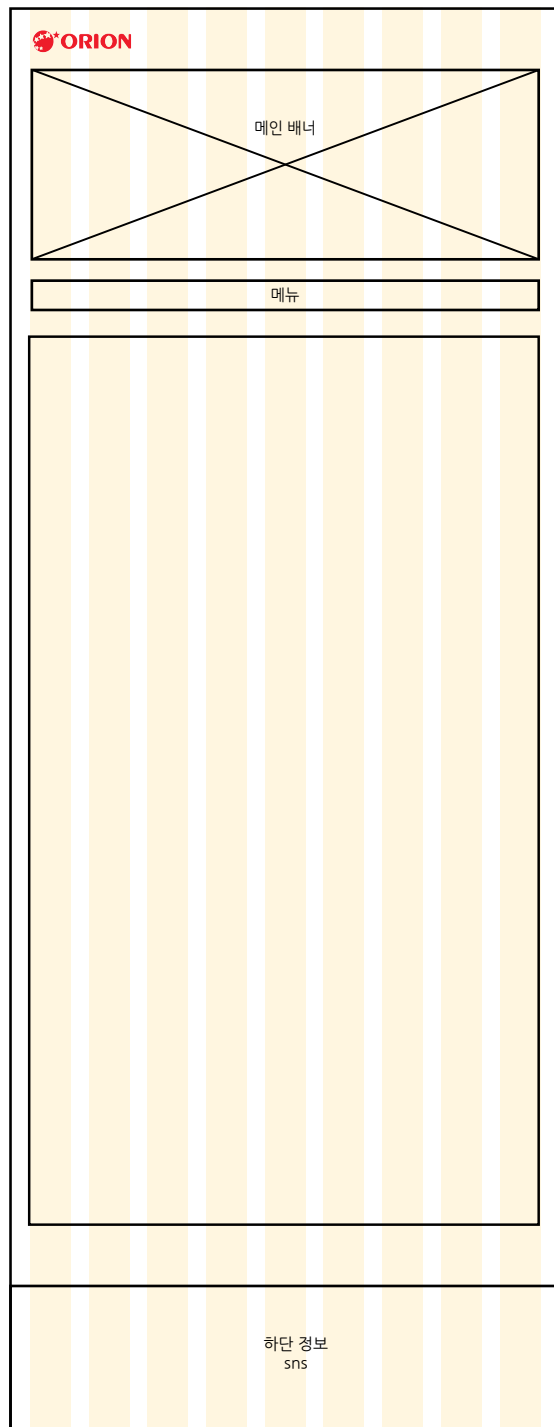
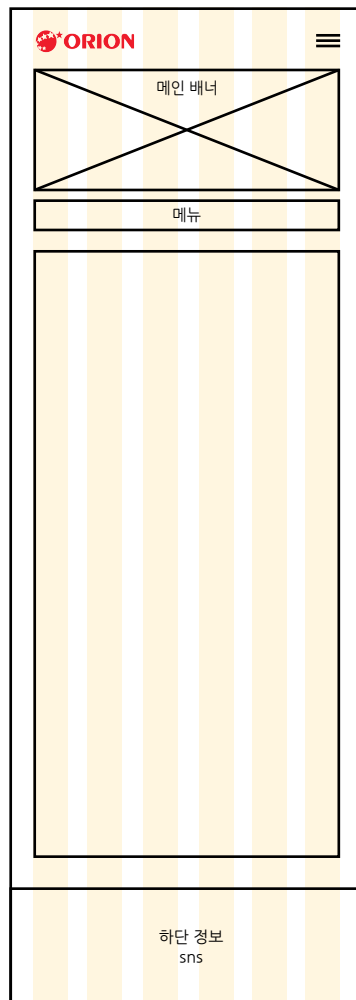
Main








하단 정보 sns

	
하단 정보 sns	

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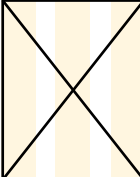


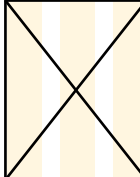
Product

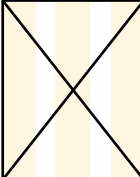


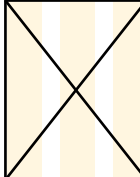
메인 배너

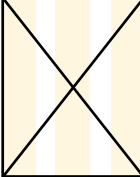
추천상품

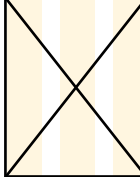











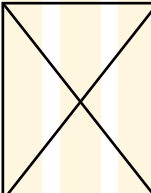


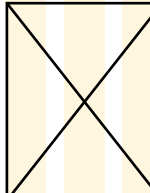
하단 정보
sns

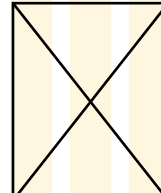


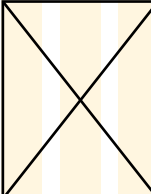
메인 배너

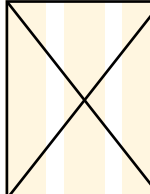
추천상품

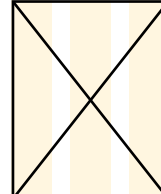


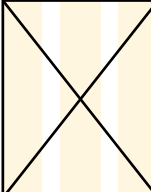


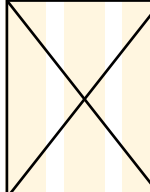


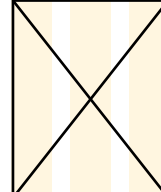













하단 정보
sns



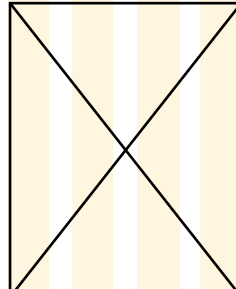
COMPANY

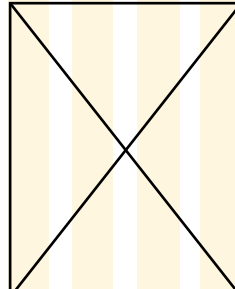
BRAND

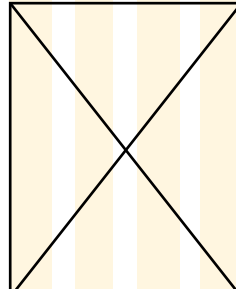
PRODUCT

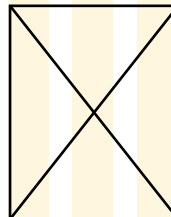
CUSTOMER

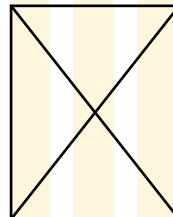
메인 배너

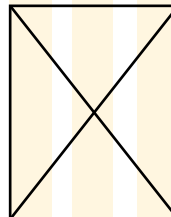


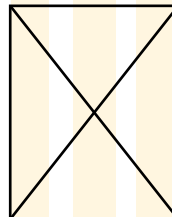


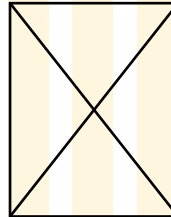


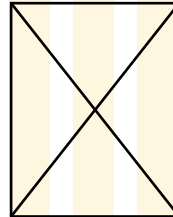


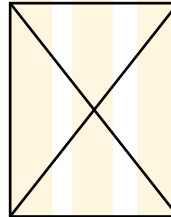


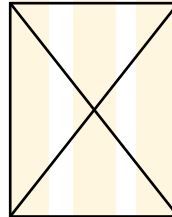












하단 정보
sns

05 _ 타겟팅

- 저출산에 과자 소비 줄자 어른 위한 '안주용'과자 출시
- 젊은 소비자층을 타겟으로 한 이색 '과자 아이스 레시피' -> 1020 세대를 중심으로 빠르게 확산
- 어린 연령층을 타겟으로 한 다양한 젤리, 사탕류 출시

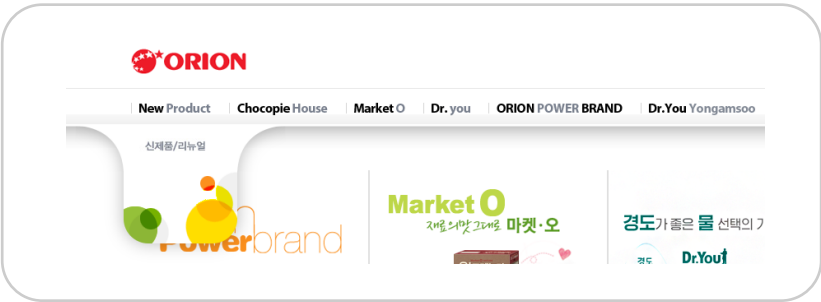
↳ 홈페이지를 통해 과자의 영양성분, 오리온 출시 제품을 알 수 있음

모든 연령층

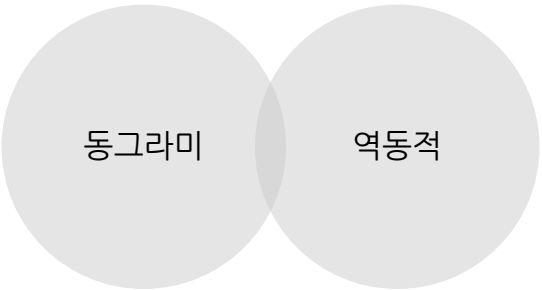
06 _ 모티브와 콘셉트

모티브

오리온 홈페이지 서브메뉴 디자인



콘셉트



07 _ 스타일 가이드

font

나눔고딕

G마켓 산스

빙그레체II

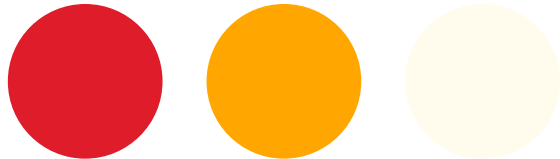
본문 & 주석

0.7em - 1em

제목 & 강조

1.4em - 2em

color



logo



border & border-radius

3px 

2px 

10px



20px



30px



50px

