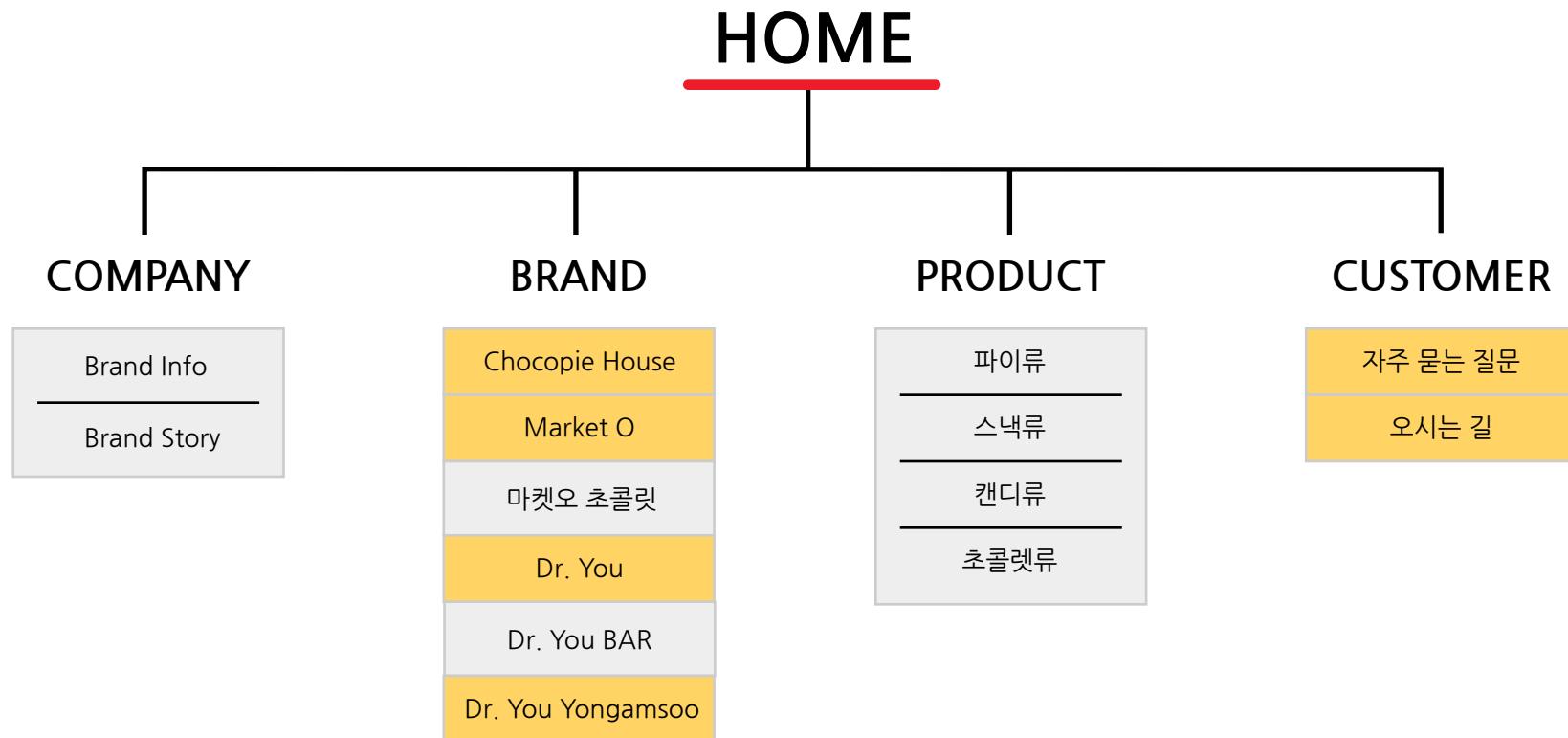




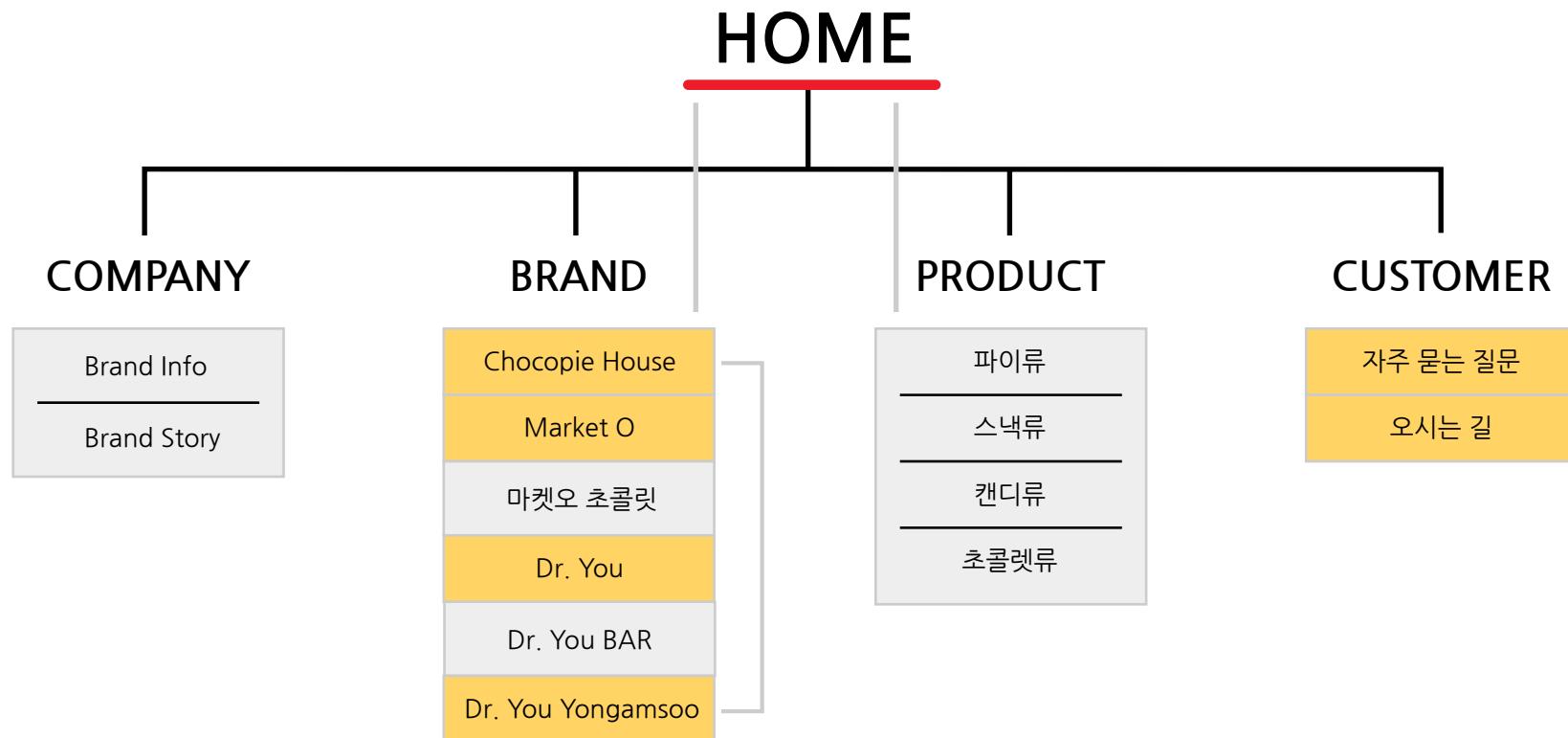
## 반응형 웹사이트 리뉴얼 프로젝트

- 이나현

## 01 \_ 정보구조 설계



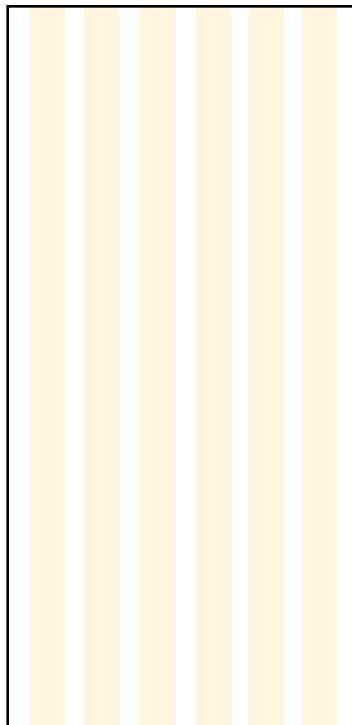
## 02 \_ 네비게이션 설계



## 03 \_ 그리드 시스템 설계

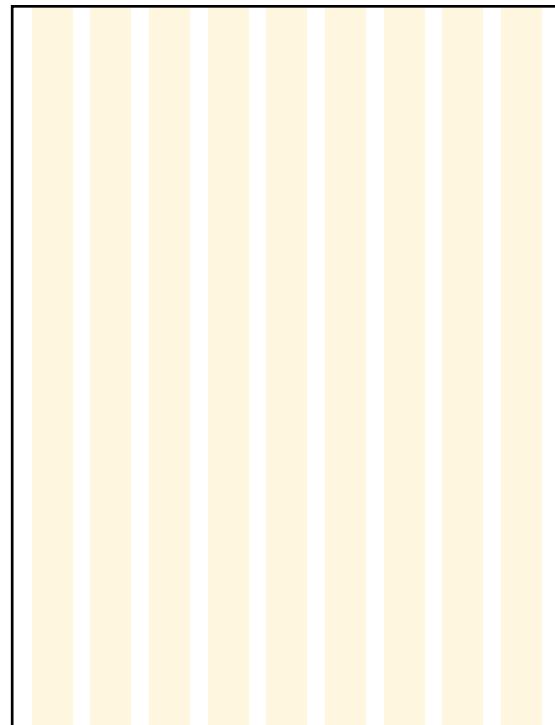
모바일

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



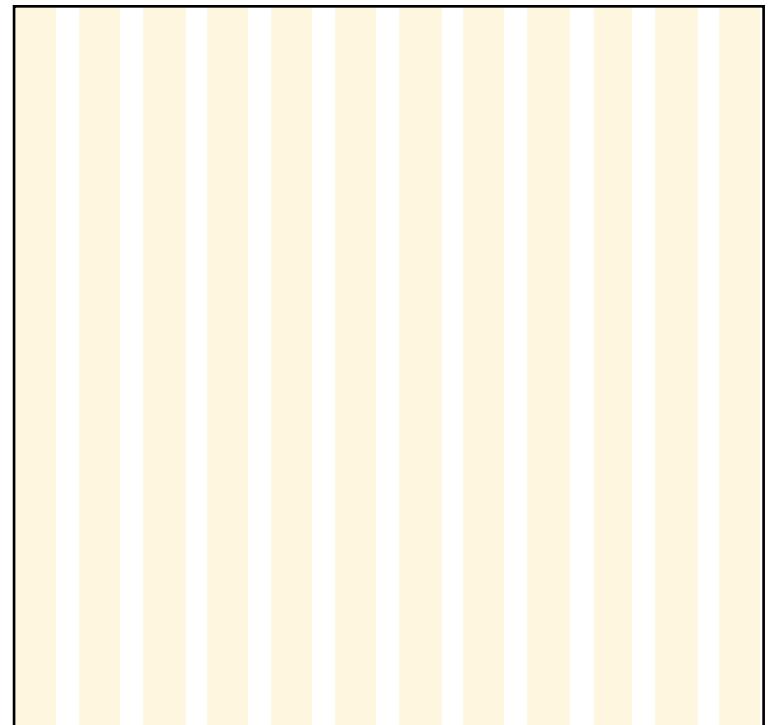
테블릿 PC

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



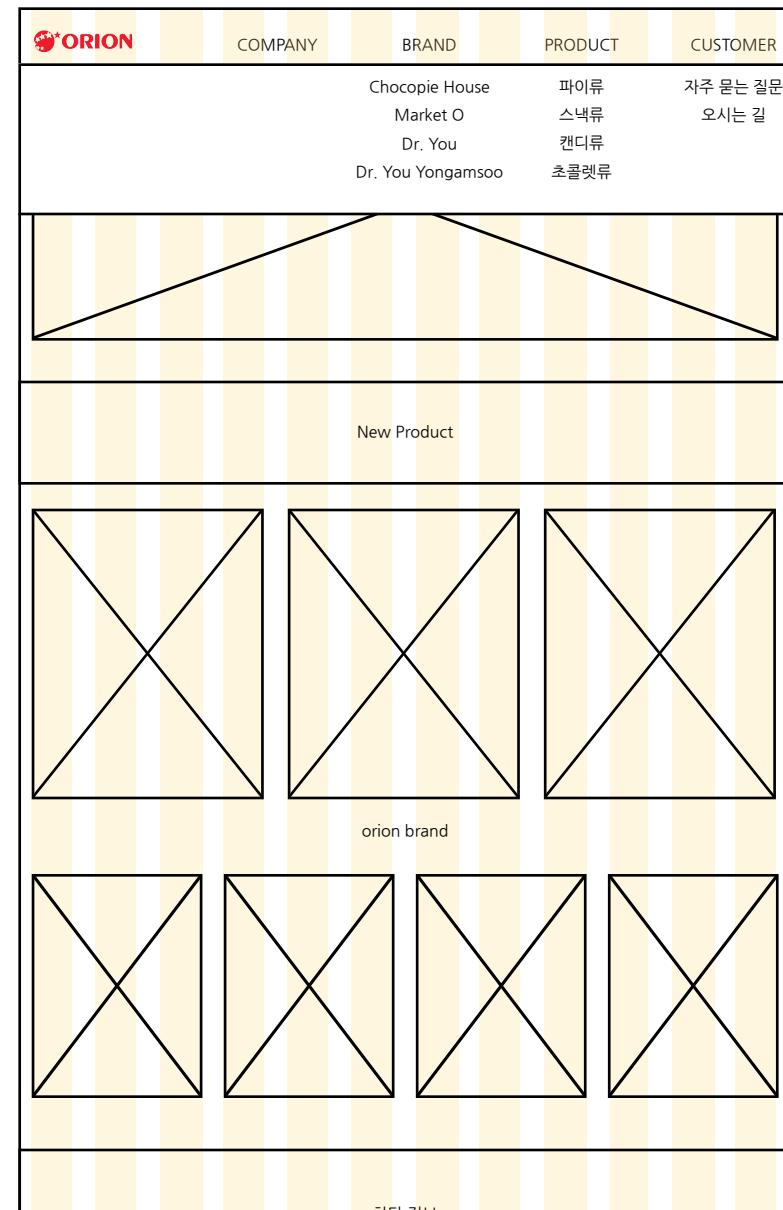
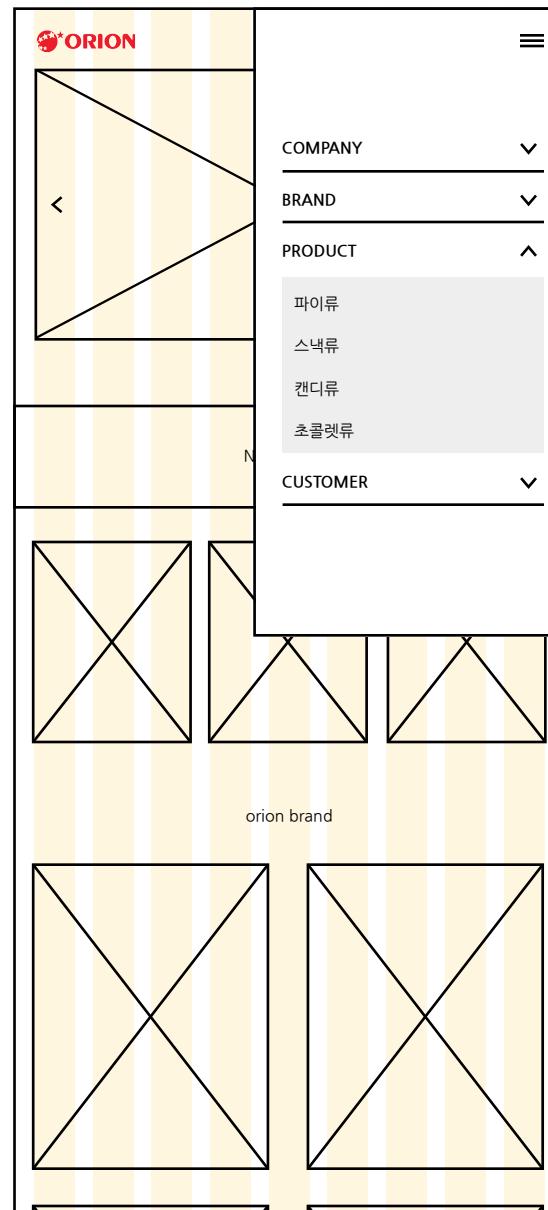
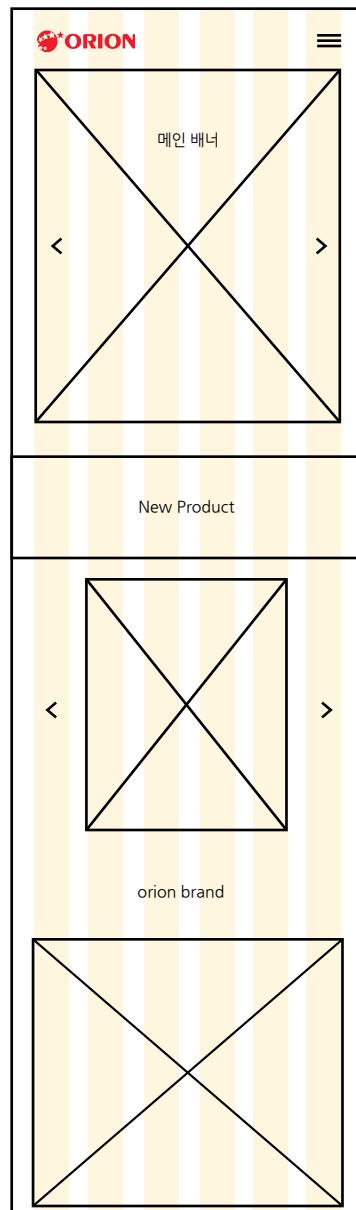
PC 웹

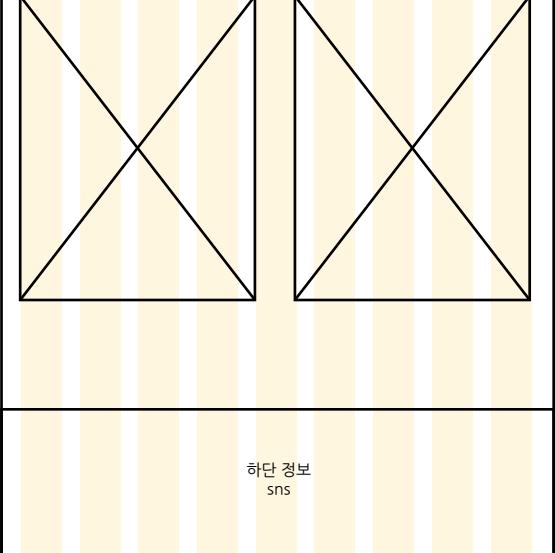
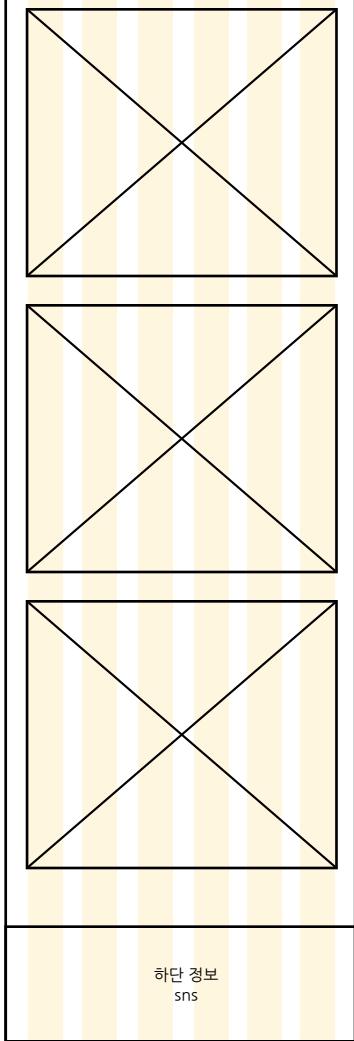
columns : 12 - 72px  
gutter : 30px  
1024px 이상



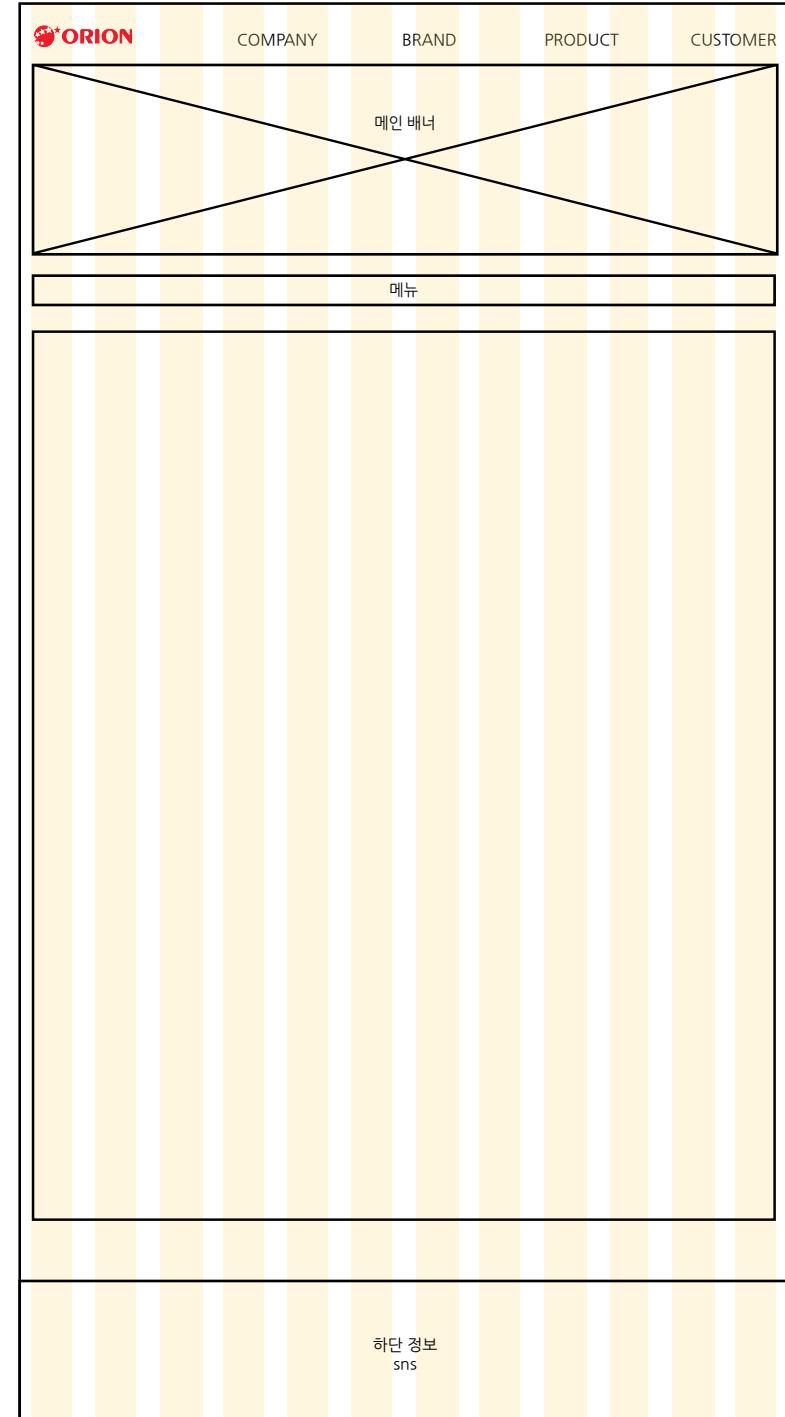
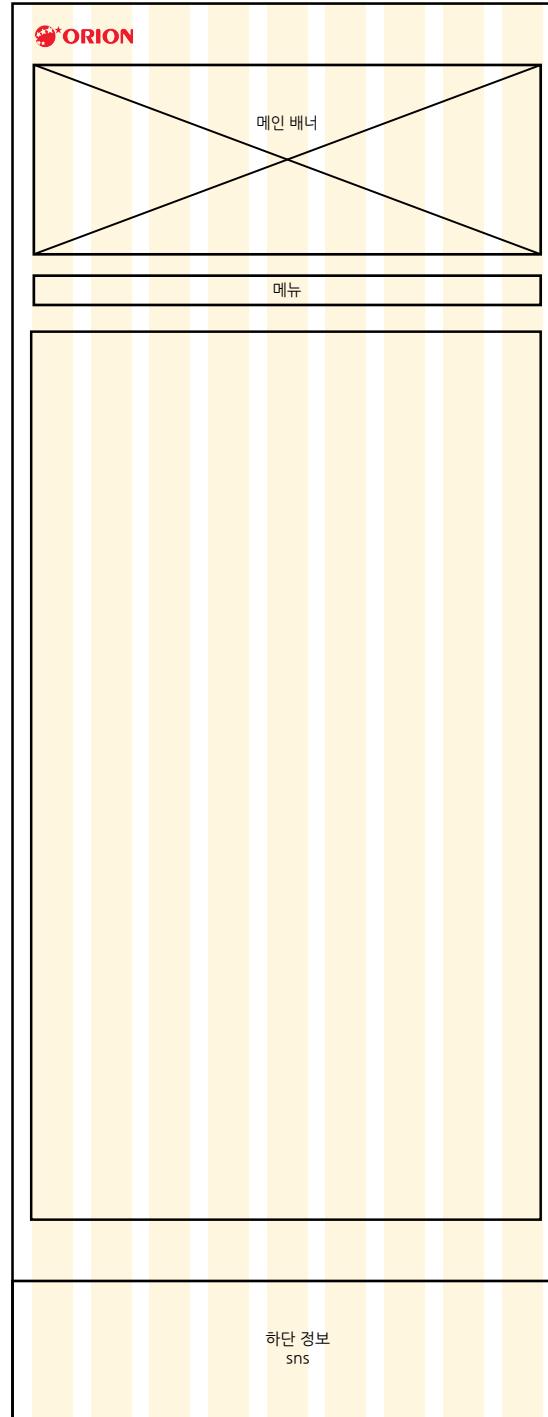
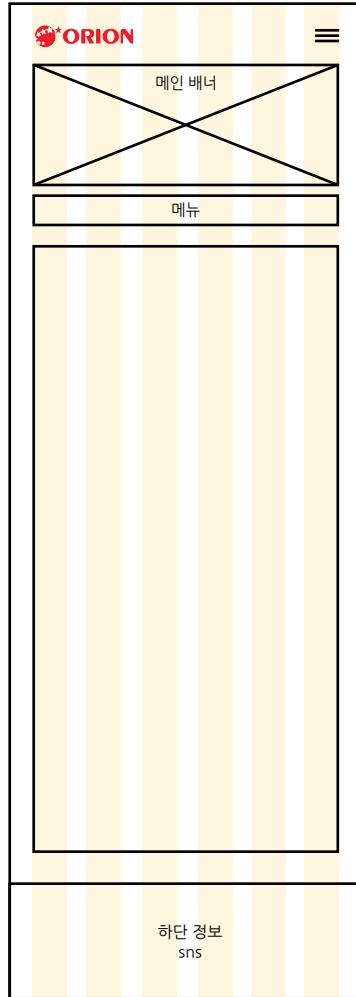
## 04 \_ 와이어프레임

### Main

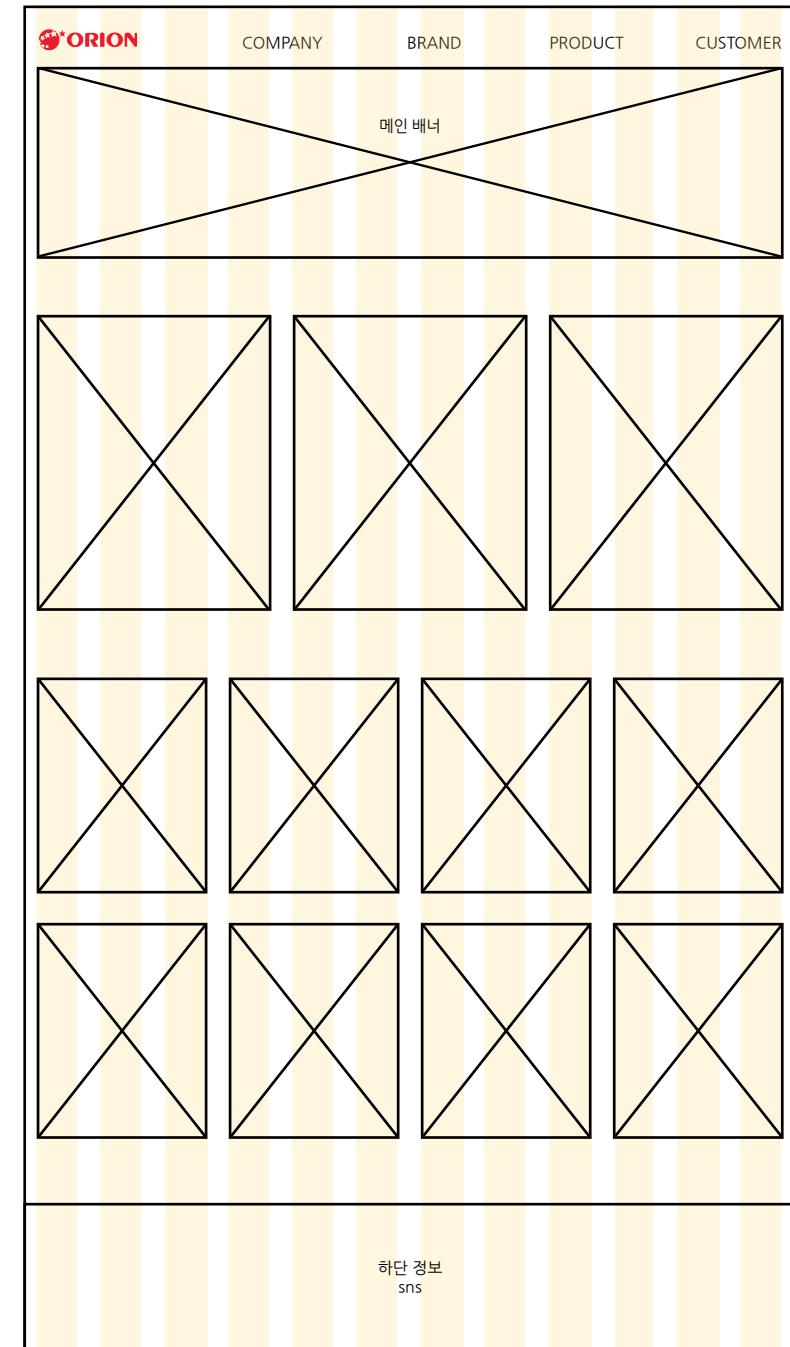
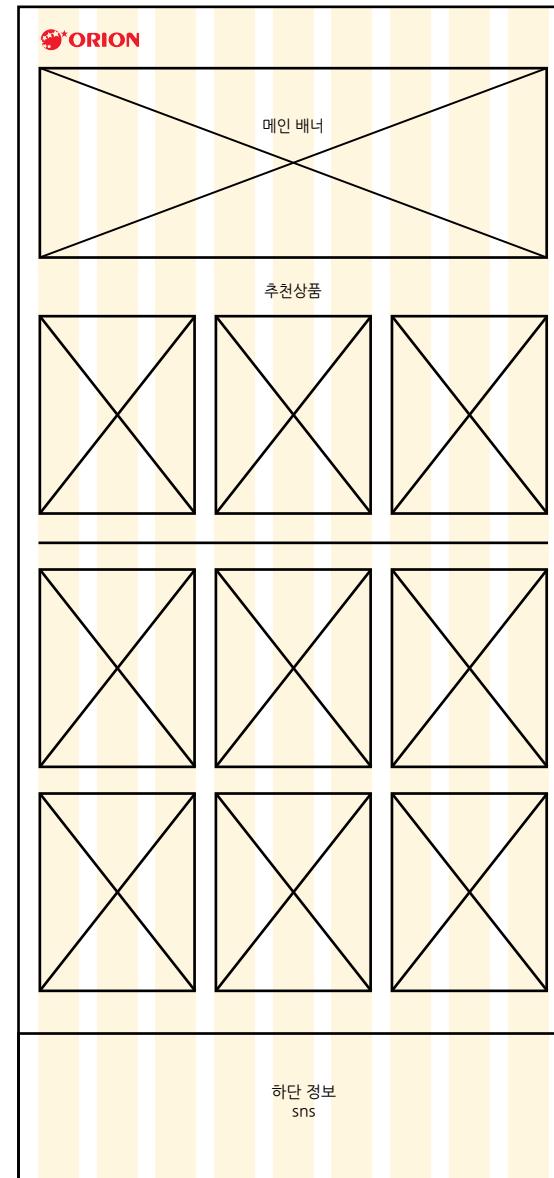
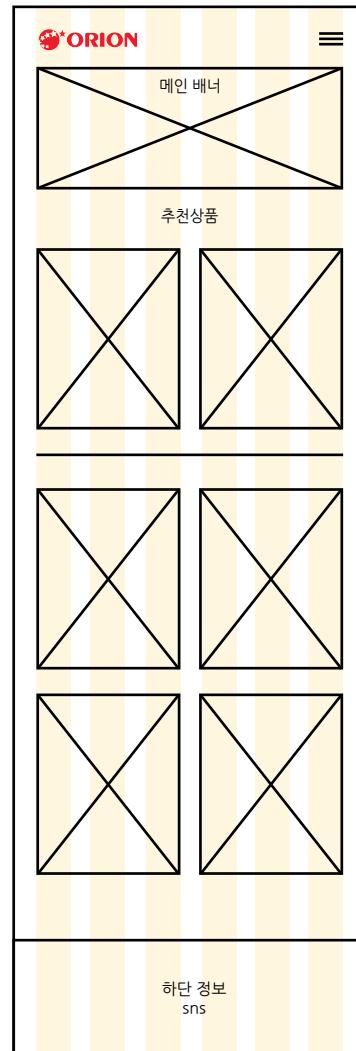




하단 정보  
sns



## Product



## 05 \_ 타겟팅

- 저출산에 과자 소비 줄자 어른 위한 '안주용'과자 출시
  - 젊은 소비자층을 타깃으로 한 이색 '과자 아이스 레시피' -> 1020 세대를 중심으로 빠르게 확산
  - 어린 연령층을 타깃으로 한 다양한 젤리, 사탕류 출시
- ↳ 홈페이지를 통해 과자의 영양성분, 오리온 출시 제품을 알 수 있음

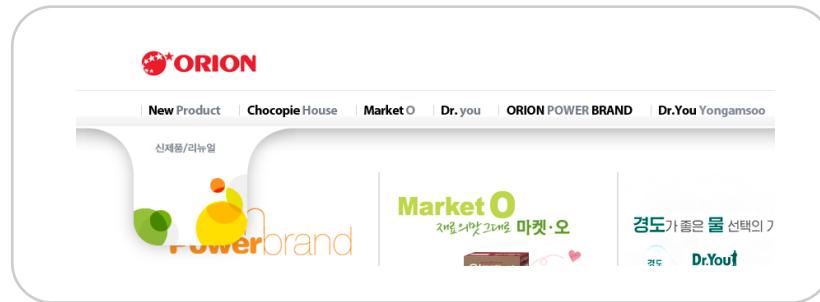
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모든 연령층

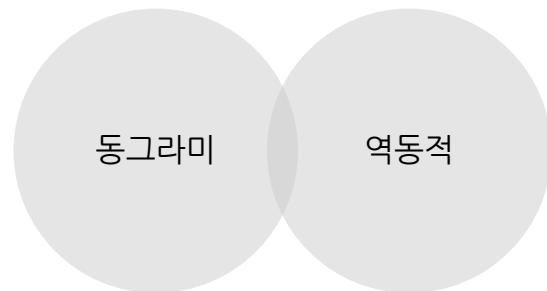
## 06 \_ 모티브와 콘셉트

### 모티브

오리온 홈페이지 서브메뉴 디자인



### 콘셉트



## 07 \_ 스타일 가이드

**font**

나눔고딕

본문 & 주석

G마켓 산스

0.7em - 1em

제목 & 강조

빙그레체II

1.4em - 2em

**color**



**logo**



**border  
&  
border-radius**

3px



2px



10px



20px



30px



50px

