

For my final project in Web II, I'm creating *Critter Clash*, a playful branding and web experience built around a blind box collectible figure. The audience is mostly kids and young adults who love the excitement of mystery boxes and cute character design. The site will showcase a mix of handmade sculptures, packaging design, bright photographic images, and simple illustrations. I'm sticking to a bold blue-and-yellow color scheme to keep everything fun and high-energy, paired with curvy, bubbly type for the main branding and a clean sans serif for the rest of the text. There will be one product available to "buy," but ten different figures you could potentially get, which is where the suspense and charm of the brand comes in.

The website itself will focus on being easy to navigate, visually engaging, and fully responsive so it looks great on both desktop and mobile. I plan to highlight the product through high-quality images, character reveals, and a light-hearted tone that fits the playful nature of the brand. Throughout the project, I'll be demonstrating clean HTML and CSS, good typography, and thoughtful layout choices. For the final presentation, I want to show that I can blend design, sculpture, and web development in a way that feels cohesive and professional, something strong enough to include in my portfolio, while also being something I genuinely had fun making.