Design of Website Interface for Lumino-G Creative Agency

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***Abstract*—This graduation project designs a website interface for Lumino-G Creative Agency. The source report reviews graphic-design and interface-design concepts, examines the agency concept and comparable visual examples, and develops a visual direction for the site. The deliverables are proposed page layouts, typography, color choices, and interface components shown in the report. The work is presented as a design project: the source does not document a deployed website, a controlled survey, or a measured usability result. The summary therefore describes the design process and its artifacts without claiming that users evaluated the finished interface.**

***Index Terms*—graphic design, website interface, UI/UX design, brand identity, user experience, creative agency**

I. Introduction

A creative agency needs a website interface that presents its work and services coherently. The source thesis frames Lumino-G as the design subject and reviews principles of graphic design, page composition, and user-interface presentation. Its objective is to turn those principles into a consistent visual proposal for the agency website. The report focuses on the appearance and organization of pages and interface elements. It does not establish a study of audience behavior or commercial outcomes [1]. Published articles on the methods and subject of this project provide context for this English summary [2].

II. Methods

The author studied background material on graphic design and website interfaces, reviewed visual examples, and analyzed the intended content of the Lumino-G site. The design stage developed a concept, layout structure, typography, colors, and navigational elements. Page mockups and supporting visual components were then produced and documented in the report. This is an artifact-based design process; the source does not specify a participant sample, interviews, or a quantitative usability protocol [1].

III. Results

The report presents the completed interface proposal for Lumino-G Creative Agency. It includes page layouts and a visual language with consistent colors, type, imagery, and interactive-looking components. The resulting pages provide a basis for judging whether the planned content and brand presentation fit together. These are design outputs. The thesis does not report a published website, measured task-completion rates, or feedback collected from a verified group of users [1].

IV. Discussion

The proposed pages can be discussed in terms of visual consistency, readability, navigation structure, and the relationship between agency content and branding. The report demonstrates how its chosen visual rules are applied across the interface. Any claim about real usability would need a working implementation and a documented test with intended users. Those steps are beyond the evidence supplied by the source report, so the present result should be read as a design prototype [1].

V. Conclusion

The project produced a coherent website-interface proposal for Lumino-G Creative Agency and documented the reasoning behind its major visual decisions. Its contribution is the set of design artifacts and the method used to organize them. The source supports a conclusion about completion of the design work, while implementation and user evaluation remain future steps. The English summary preserves that boundary and does not report survey findings or user-test scores that the thesis does not establish [1].

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References

[1] Nguyễn Thị Gấm, ”Design of Website Interface for Lumino-G Creative Agency,” internal undergraduate thesis (original in Vietnamese), Thai Nguyen University of Information and Communication Technology, 2026.

[2] Aan Ansen Andryadi, Neng Hasri Fatonah, ”ANALISIS USER EXPERIENCE DAN USER INTERFACE (UI/UX) PADA WEBSITE MENGGUNAKAN METODEGOOGLE DESIGN SPRINT,” Jurnal Teknologi dan Bisnis, vol. 3, no. 2, pp. 137-144, 2021. DOI: 10.37087/jtb.v3i2.61.