

The intentional design choices for the website:

I. **Typography:**

The typeface is the official “Elisava Sans” by the Elisava School of Design and Engineering, in pursuit of a clean and modern style.

II. **Color:**

Color choices represent three pillars:

- 1) The website tries to be visually aligned to the Gender Fluid flag to match the real-life fluidity of the contestants on RuPaul’s Drag Race.



The background color is “Lavender Blush” (#FDEDED), a delicate off-white with gentle pink (feminine) undertones. The header is in deep purple (#6E026F), which represents the blend of masculinity and femininity (androgyny), while the episode tiles are in “Cornsilk” (#FFF8DC), radiating gentle sunlight and joy. The borders of most elements are navy blue to produce contrast or complement the deep purple.

- 2) The website employs **Orange** as a secondary color, as highlighter at the points of interaction. Orange also happens to be RuPaul’s favorite color.
- 3) The website tries to blend all colors to produce a balanced and inviting interface to represent the mix of entertainment and research-driven discussion in the content.

III. **Grid system & layout**

Simple, intuitive design in clearly-labeled sections where users can easily orient themselves and absorb the content with minimal navigation.

IV. **Use of images**

The website does not use any images (besides a pair of decorative race flags in the header). The author considered using fictional drag queen images to represent the AI chatbots while the audio files are played, but to maintain an “impartial ear” and focus on the expression, free of any biases, he decided against the use of such images. Instead, to facilitate the listener, the author created a name tag to appear as subtitles under the audio player while each queen is talking.