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ISM 270
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Project 2 Proposal

Topic: Yoga/Meditation

Target Audience:

My website is intended for mostly beginners to yoga. It will be an informative website where they can learn and get informed about the different types of yoga and their benefits. They learn through descriptions, photos, videos, and links to available resources.

Colors:

These are the colors I plan to use. I want a mix of serious and bright colors.



RGB (left to right): B46363, B48863, 3B6C6C, 4F904F, CB435E, 663893, AFD045, 68BD3F

Typography:

These are the fonts I will use.

Bodoni XT à € by Manfred Klein ↗

Yoga & Meditation

Geo Sans Light à € by Manfred Klein ↗

Rose Of Baltimore à € by StereoType ↗

Benefits Hatha Yoga

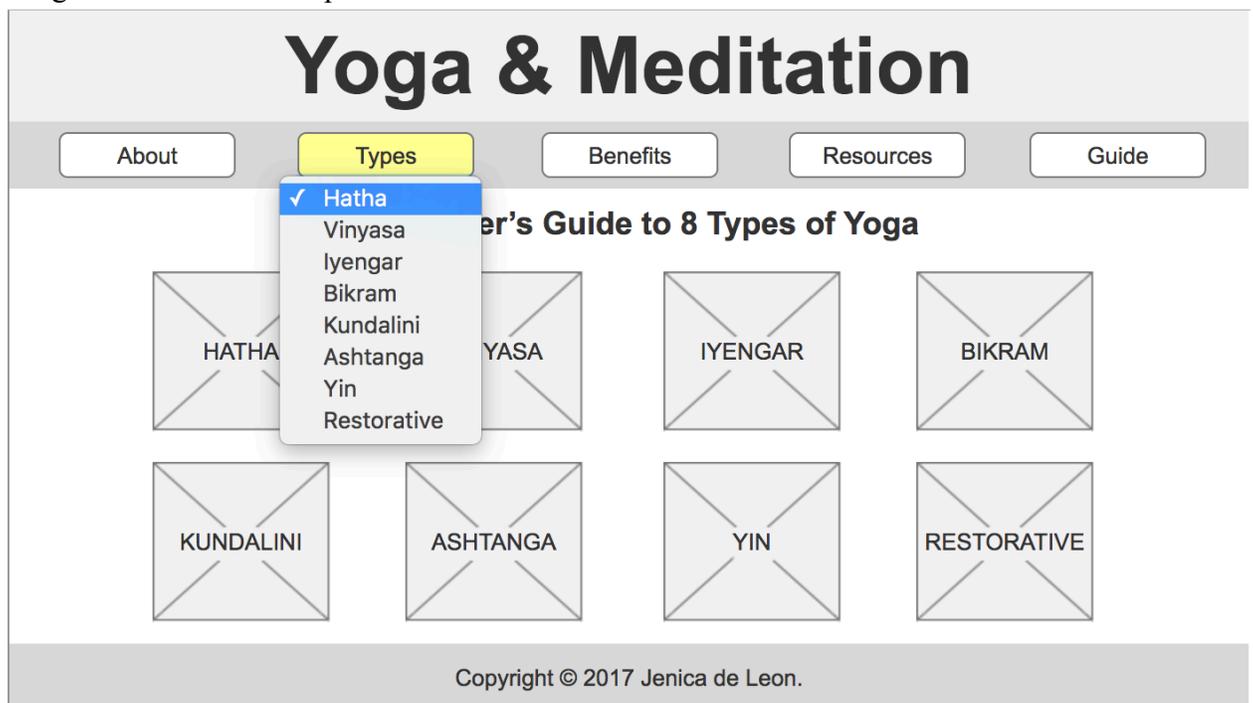
Navigation:

These are the sections and sub-sections I plan to have.

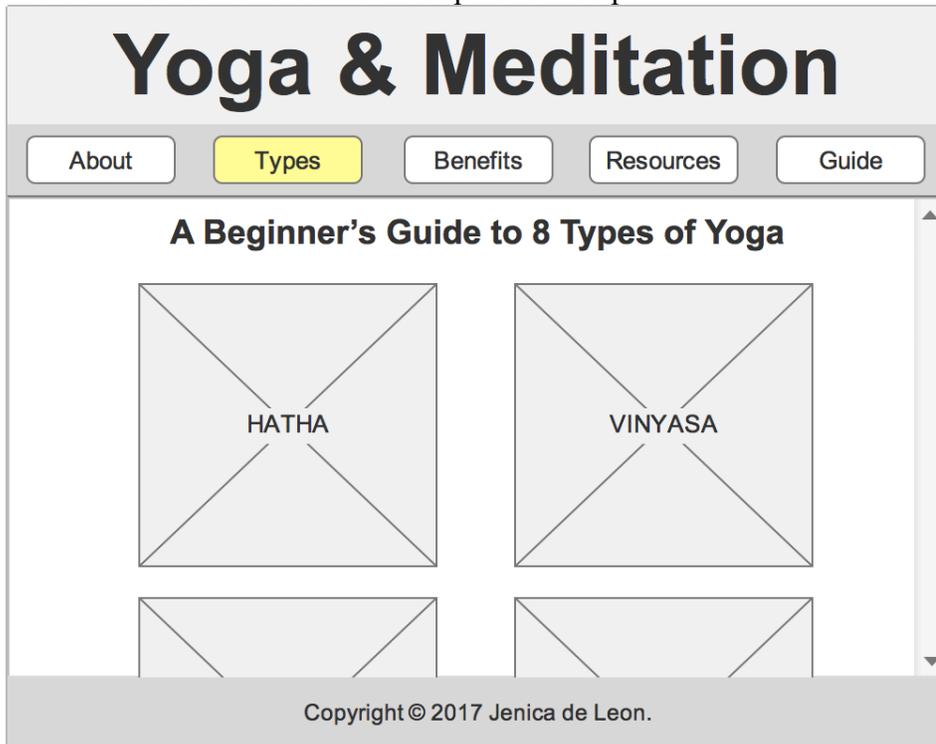
- ❖ Home
- ❖ Yoga
 - Hatha
 - Vinyasa
 - Iyengar
 - Bikram
 - Kundalini
 - Ashtanga
 - Yin
 - Restorative
- ❖ Benefits
- ❖ Resources
- ❖ Guide

3 Low-fidelity designs:

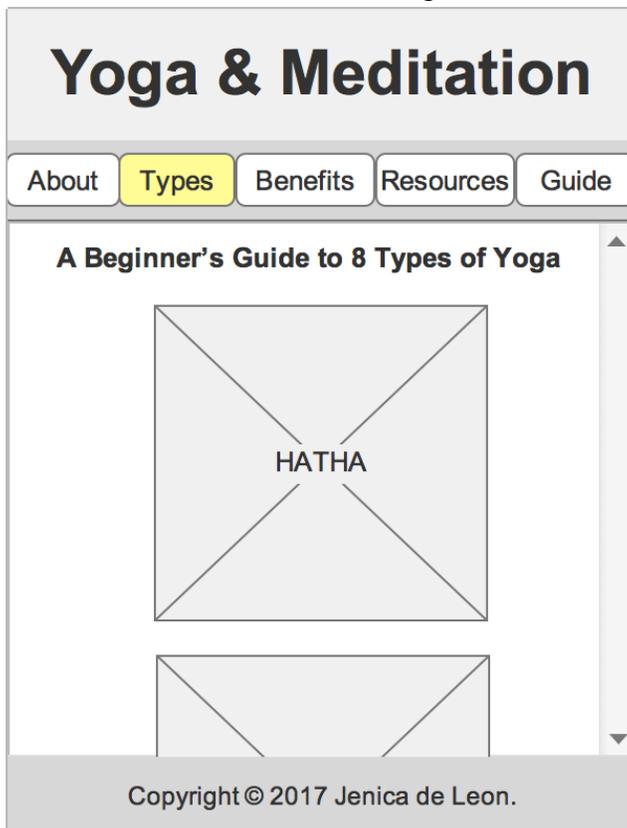
- Large – screen size 1200px and above



- Medium – screen size between 768px and 1199px



- Small – screen size less than 768px



ABOUT

There are many types of yoga that are being taught today and for you to choose from. Depending on your health goals and how you feel, there is yoga for losing weight, and there is yoga that focus on meditation. Most styles of yoga are based on the same basic yoga poses, called asanas. With any style of yoga, you can improve your strength, flexibility, and balance. All yoga styles release tension in your body, quiet your mind, and help you relax. However, the experience of one style can be radically different than another. To get the most benefit, you should choose a yoga style that matches your current fitness level, as well as your personality and goals for practicing yoga. This website is your guide to finding a practice that fits your personality and fitness level so you can figure out the right style for you and make it easier for you to know where to begin. You will find a description for each type as well as video for each style, list of benefits, and resources.

BENEFITS

Yoga and Its Benefits:

No matter what style of yoga you choose to practice, you will likely see improvements in many areas of your health. Want to take advantage of yoga's benefits? By practicing regularly, you can:

- increase your flexibility
- increase muscle tone and strength
- improve your circulatory and cardio health
- increase your energy levels
- improve athletic performance
- reduce injuries
- detoxify your organs
- improve your posture
- improve anxiety and depression
- helps with chronic pain
- release endorphins that improve your mood
- boost immunity
- ease migraines
- boost sexual performance
- sleep better
- fight food cravings
- and so much more!

TYPES

A Beginner's Guide to 8 types of Yoga.

HATHA

Hatha refers to any practice that combines poses with breathing techniques. It includes the practice of *asanas* (yoga postures) and *pranayama* (breathing exercises), which help bring peace to the mind and body, preparing the body for deeper spiritual practices such as meditation. The goal of a basic hatha class is to develop flexibility and balance and to integrate breath into every movement, so it is generally relaxing and restorative. This type is best for beginners because it's all about the basics. It's a slower moving pace that requires you to hold each pose for a few breaths, leaving you feeling longer, looser, and more relaxed.

VINYASA

Vinyasa classes are known for their fluid, movement-intensive practices. It is a fast-paced style, sometimes called power yoga. It requires you to move continuously throughout the class. The most well-known Vinyasa sequence is the sun salutation, a flowing series of lunging, bending, and stretching asanas. This practice links movement and breath together in a dance-like way. Classes are choreographed to smoothly transition from pose to pose, and music is often played to keep things lively. Expect to do standing and seated poses that develop strength, flexibility, and balance. You'll also spend time on inversions, such as a shoulder stand or a headstand, in which the feet are raised above the head. Vinyasa burns up to seven calories a minute, according to a study published in the journal *Medicine & Science in Sports & Exercise*.

IYENGAR

Iyengar is a style of yoga that focuses attention on finding your proper alignment in a pose. This method emphasizes proper alignment to strengthen the muscles and support the joints. You often use yoga props such as blocks, blankets, straps, chairs, and bolsters to help you get into poses. You will have the opportunity to correct your body's alignment in each pose that is held for a period of time. This type is ideal for anyone with neck or back problems. This style of yoga can improve chronic neck pain, according to the *Clinical Journal of Pain*. In the 90-minute to two-hour class, you'll do standing, seated, and twisting asanas, as well as inversions and backbends.

BIKRAM

Prepare to sweat! In a Bikram class, you will sweat like never before as you work your way through a series of 26 poses. Founder Bikram Choudhury popularized this style of "hot yoga" in the 1970s. To mimic the climate in Choudhury's hometown in northern India, studios are heated to a sauna like 105 degrees Fahrenheit, with a 40 percent humidity level. The heat loosens your muscles and increase your ability to stretch. All Bikram studios practice the same 90-minute sequence so you'll know exactly what to do once you unroll your mat. Each 90-minute class includes a series of 26 poses done twice through, sandwiched between two sessions of breath work (think rapid inhalations and exhalations). This type is ideal for building flexibility and be sure to hydrate beforehand.

KUNDALINI

Kundalini is best for people looking for a spiritual practice. It emphasizes on the internal aspects of yoga, including breath work, meditation and spiritual energy. You'll perform kriyas — repetitive physical exercises coupled with intense breath work — while also chanting, singing and meditating. The goal is to break through your internal barriers, releasing the untapped energy residing within you, stored at the base of the spine, and bringing you a higher level of self-awareness. This form of yoga was developed to calm the mind and energize the body through movement, the chanting of mantras, and breathing. The average session is made up of 50 percent exercise, 20 percent breath work, 20 percent meditation, and 10 percent relaxation. It is ideal for people who want a more spiritual experience.

ASHTANGA

Ashtanga is a rigorous style of yoga that follows a specific sequence of postures and is similar to Vinyasa yoga, as each style links every movement to a breath. The class follows a routine and strict guideline. This type is ideal for people looking for a challenging yet orderly approach to yoga. This physically challenging style consists of six series of specifically sequenced yoga poses. You'll flow and breathe through each pose to build internal heat. You'll perform the same poses in the exact same order in each class. "Typically, you execute 70 poses in one 90-minute to two-hour session," says Coni Pappas, the owner of White Orchid Yoga, in Clearwater, Florida. These will include 10 sun salutations, backbends, and inversions. Ashtanga requires strength and endurance, so you'll get the most out of it if you practice regularly. Make a commitment to do the routine at least three times a week.

YIN

Yin yoga is a meditative practice designed to target your deeper connective tissue and fascia, restoring length and elasticity. You'll use props so your body can release into the posture instead of actively flexing or engaging the muscles. Like meditation, it may make you feel antsy at first, but stick with it for a few classes and its restorative powers might have you hooked. This type is best for people who need to stretch and unwind. Yin yoga is not recommended for people who are super flexible or anyone who has a connective tissue disorder.

RESTORATIVE

Restorative yoga is a great way to relax and soothe frayed nerves. You'll use a variety of props including bolsters, blankets, and yoga blocks to fully support your body in each passive pose. The body will experience the benefits of a pose without having to exert any effort. The mellow, slow-moving practice with longer holds gives your body a chance tap into your parasympathetic nervous system, allowing you to experience deeper relaxation. This type is best for everyone! It's a good yoga practice for anyone who has a hard time slowing down, who has experienced insomnia or who struggles with anxiety. It's also great for athletes on recovery days.

RESOURCES

<http://www.health.com/health/gallery/0,,20659887,00.html#step-1-find-the-right-style-1>

<https://www.realsimple.com/health/fitness-exercise/stretching-yoga/types-yoga/bikram-yoga>

<http://dailyburn.com/life/fitness/yoga-for-beginners-kundalini-yin-bikram/>

<http://www.yogajournal.com/yoga-101/types-of-yoga>

<https://www.gaiam.com/blogs/discover/a-beginners-guide-to-8-major-styles-of-yoga>

<https://www.doyogawithme.com/types-of-yoga>

<http://www.webmd.com/balance/guide/which-style-of-yoga-is-best-for-you#1>

<http://dailyburn.com/life/fitness/health-benefits-yoga/>

<http://www.health.com/health/gallery/0,,20659887,00.html - step-1-find-the-right-style-1>

GUIDE

Having trouble deciding?

Whether you're a first timer or a regular looking to take your poses to a whole new level, here is a helpful chart for finding the right style for you.

http://www.huffingtonpost.com/2013/09/16/yoga-chart-infographic_n_3915189.html