Andrew Girgis ST#: 6244883

Final Assignment

For this assignment I chose to create a men’s and women’s streetwear website where users can go to update themselves on the latest releases from their favourite brands and can buy and sell clothing as well as accessories of many different popular brands. I chose to do this as my website because I have a lot of knowledge on the subject and is a huge interest of mine, so I decided to make a website where all the streetwear brands are in one place, instead of surfing the web for hours just to find a specific piece of clothing. I also decided to add a buy and sell option in the navigation bar because buying items online for retail prices then reselling it for a profit is a large part of streetwear, so I added those links in the navigation to show that if the user can’t find what they’re looking for on the brands websites or if they are sold out, the user could easily check out the buy page and see if the item he is searching for is being resold on the website. The color scheme I chose was white and grey for this website because I believe those two colors contrast well together, plus on my website I have a background image for each page and because it’s a streetwear themed website the picture are mostly going to be outdoors, and the grey is perfect for this because it matching the color of the concrete outside making the website flow better, instead of having a color such as red which would look very out of place when put next to a picture of the outdoors. I also decided to have the background images of my sites repeating in a very outlandish fashion. I did this because when looking at a lot of the popular brand websites I found a lot of the websites had something out of the ordinary in it (i.e. Supremes’ ‘random’ button), and to compete with already popular brands I must make sure that the users feel like my website is just like the websites they are used to. The Alignment I chose for my websites are straightforward, I centered my header, sub headers, and footer, and for my men’s and women’s website I evenly spaced out all the images of the brands, so it adds a clean professional look to the website. For proximity, I put my navigation at the top left corner of the page and fixed it there so that the navigation is always close to the user, and I put the header and sub header in the center of the top of the page close to each other so that the users know what to expect when they open the website. Additionally, I included a clock at the top of the home webpage in a place where it is clearly visible for two reasons. First because most streetwear brands are based in or adapted to American and Canadian time zones so if a user from another website visits and sees that a brand is dropping clothing at 11:00am EST they will have that time at the top of the webpage and know exactly when the clothing is available for purchase. In conclusion, C.R.A.P principles of graphic design, JavaScript and CSS a website that could’ve looked like a bunch of random words on a screen has been transformed into a neat professional website.