Assignment 4 – Rationale

For this assignment, creating a restaurant website that is cohesive and is unified in its themes was a critical goal. This was achieved by following the C.R.A.P. Principles as well as colour theory. *It is important to note that there is no navigation element on any of the pages. The reason being that the home page is really the navigation itself, acting as both a home page and navigation*. **Contrast** played a large role across the website. Using different colours for the basic structural elements created the contrast needed to keep the user engaged yet not confused. The header and footer are a red colour reminiscent of pepperoni or tomato sauce and the body is a colour reminiscent of dough or crust. The colours here are also used to convey the ideas and themes of the site. The size of the fonts used also contrast against each other. Headings like the slide headings or for the headings above buttons are, crucially, large to point the user toward important content. Meanwhile, body content like the content on the "About" slide are smaller because they are less structurally important. Various contrasting images are also used in different ways to keep the user engaged and add visual flair. **Repetition** was also used extensively, despite the chaotic appearance of the site. The small number of repeated details are crucial, actually, to tame the chaos of the many contrasting elements of the site. For instance, each slide and page use the same header, footer, colours, and font to create a unified theme across the entire site. **Alignment**, like repetition, was used sparingly, but in key moments to tame the chaos. For instance, on all the slides and pages, the text on the header is center aligned always so that the user will always know where to look for header level content. **Proximity**, unlike repetition and alignment, was used extensively. Due to the chaotic nature of most of the content and images, it was extremely important to keep alike content together for the sake of comprehension. For instance, on the menu slide, all the pizza images and drink images are on the sides of their respective buttons.