Design is an import element when it comes to designing a website. The principle that should be followed is contrast, repetition, alignment and proximity (C.R.A.P). This ensures that the site is both appealing and easy to navigate. Not all elements of C.R.A.P have to be included but should be followed. In the design the aliment of the entire page is centered. The text ill be centered. Font sizes will be the same except for the title to add contrast. The spacing for the design will be even between each section of the pages. The spacing of the title of the image and below the image will be the same distance for all images. The proximity will be close enough viewers know to scroll but not close enough it is crowded and hard to differentiate.

Colour Theory is a guide on how the combination of colours are necessary to make something visually appealing. You want to pick colours that compliment each other and have good contrast. Using the colour wheel, you can see how colours relate to one another. Primary colours comprise of red, blue and yellow. These are what all other colours are derived from. Secondary colours are colours mixed from primary colours. Purple = red + blue, Orange = red + yellow and Green = blue + yellow. Lastly there are tertiary colours which is a mix of primary colours in any proportions. There are colour schemes that can be followed to ensure that the colours are appealing. Monochromic, complementary, analogous, triadic and tetratic. Using one of these colour schemes we can choose the most appropriate layout for our design.

The colour scheme will be black, white, grey tones and different shades of pink. The reason for this is the colours chosen goes well with the images. The images all vary in colour so using the pink make’s the page less harsh. Using black and white text will make it easy to stand out. The grey will be used to tone down certain parts of the page as black is a strong colour. The colour sheme will be monochromic. I used an online colour wheel to help me choose the colours. I started with fonts that were black and white. The white fonts were on pink backgrounds allowing them to stand out. The pink and white chosen were similar in their shade of darkness. I went for a light shade of both. The pink was used mostly as a background. Both he grey and pink was used as underlines to separate parts of the page.

All pages will have the same header and footer. It is a background of light pink which will have “Diana’s Makeup Supplies” in white as the font. The first page is the “Home Page”. The Title is “Diana’s Makeup Supplies” in bold. All the pages will have a side bar linking to 4 different pages (Homepage, New Products, Makeup, Skin and Bestsellers) this all depends on which page it’s currently on display. The homepage will also have a newsletter sign-up on the bottom of the page. Once you click on “Subscribe” you’ll be taken to another page telling you it was successful. The heart button takes you back to the homepage. The web pages of new product, makeup, skin and bestsellers are similar. The layout will be identical. There are also headings visible which will link to their corresponding pages (New Products, Makeup, Skin and Bestsellers). On the bottom of all the pages is the contact information. There will be an image (heart) at the bottom that links to the FAQ. The image on FAQ will link to the homepage. The images of the product will link to the page of the product. For this, example I did the first row of the products. The products will have the same layout with different descriptions and image. When clicked on the picture will link to the next page.