Assignment Three – Bad Website Redesign

a).. Welcome to SuperVideo

b) One of the first changes I will be making to the website is changing the size of the photos. The photos are all different sizes. I would make the last three the same size. The first photo would be a different size because of the imagine chosen. The imagine is a different dimension that is more situatable in a different shape than the rest. I would change all the font colours. I would be sticking to a limited number of colours based on the images. The format throughout the site will be similar. I would also take off the text in the end. Each image will have a title, and something written under it.

c) The font colours do not go well together, they look like Christmas colours. The switch from colour transition looks like broken Christmas lights. “Where valuable Information is Dumped on You Free without Charged 24/7” is in yellow and is hard to see from the white background. “we salute all veterans” cannot all be viewed. “A parent’s tribute” is in a front different from the rest and in a colour that is hard to see. This font is hard to read and doesn’t go well with the other headings. There is a large amount of neon colours which isn’t appealing. There is a lot of use of yellow which doesn’t go well with a white background. The images are all different sizes. Having all the images in the same size will match better and be more appealing.

d) 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, red, blue and grey tones. The reason for this is the colours chosen goes well with the images. The images all match these three colours. The first image is blue (Webhosting by Starpoint Communications). The second is blue and red (American flag with eagle). The third is blue and red (ramen food truck). The last image has a variety of colours that contains an area of grass (the band) and white which would go well with blue. I will be using a dark tone of red and blue.

e) 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.

https://wireframe.cc/cFXESp