

## 1P02 Final Website Design Summary

The website I proudly chose to design is a Christmas galore website with the name of “Ho Ho Holiday”, that has many different aspects to it. To start off, I have the home page which is very eye catching and flashy. The homepage is kept for activities and other random Christmas associated things such as the live countdown at the top, a popular gift section, an area to write Santa a personal letter, etc. I also added a feature in which every time you go onto the homepage, a 10 minute Christmas instrumental will start playing which really excited me! I would definitely say the demographic for the first page is for a younger audience for sure as it is very childish, but I made sure to account for the adults as well. I have two other “main” pages with interesting content such as the “desserts” page where there are several desserts listed along with its ingredients and cooking directions. This page involves both kids and parents into the site. The other “main” page I made is the “traditions” page that goes over the origins of several different aspects of Christmas such as how the Christmas tree came about and why we originally started lighting up our houses and tree with Christmas lights.

On my website, I used a complementary colour scheme by red and green which are opposite from each other on the colour wheel. Since my website is fully Christmas themed I thought it was appropriate to make an all red and green website with the exception of the bodies of text on the web pages that I kept back to not cause too much strain to the eyes and not make it too flashy. Furthermore, accomplish a true Christmas website, I don't think I could have done so without having this complementary colour scheme because those are universally put in association with Christmas. The colours also look aesthetically pleasing together and nicely differentiate different elements on the pages as I used green for the navigations links on the top and for the sub-heading while I used red for the main headings and borders, with the exception of the “about” page where I flipped the switch and made the borders green. The deep red acts as a main colour for the headers but also as an accent to other elements with the border and horizontal lines that separate the content.



When designing the website using a wireframe, I made sure to think about all the design principles of design (C.R.A.P) to make our website visually appealing and easier to navigate for everyone...

**Contrast:** I used contrast with the red and green complementary colour scheme because although the colours look nice together, they are also very different, so I could like I mentioned, differentiate the elements such as the navigation links and information boxes. Not only do the red and green contrast each other, but I decided I wanted to keep the background of my website a pure white, which really makes the green and red headings and borders stick out nicely. This also meant that there would be no problems with reading the black text I have on my pages as well.

**Repetition:** For repetition, I used red as all the main headings and all the sub-headings were green and as I said, most borders and separation lines were red with the exception of the “about page”. Other than the colours, the way that content on each page is displayed matches with the other content of its belonging page and everything on the page has the same kind of style to it. Furthermore, I used repetition for the font types I used such as the cursive font I used in the top navigation bar I also used in the bottom footer for the company name. I also used Times New Romans for the green subheadings and most of the black block text is a nice Arial font which is nice on the eyes. Lastly on each side of the main headings there are green mints which sounds weird, but I think added a nice visual appeal to the website.

**Alignment:** I used alignment within our navigation by using a vertical menu with all the links to go between. All the links are also placed in the centre of the navigation section. I also used alignment in our contents section by using centre alignment for all the content and headings because to me, it fits well with the specific content I was offering with my Christmas website.

**Proximity:** I used proximity by finding the related information that was scattered across the page and organizing them into three separate sections in which each section contained all of the related information about that topic. I organized the “about”, “contact”, and “FAQ” at the bottom in the footer because they are not only all found on the same page but also are relating. I also use proximity with the overall payout because everything is equality spaced out from each other nicely to avoid crowding, such as the Content and navigation bar links. Lastly, I used proximity to separate elements as well such as in the footer I have the company name and links on the left side, while the social media links are on the very right side of the footer.