

The design I made has a lot of different factors that play into why it is the way it is. I decided to go with an encyclopedia of the Marvel Cinematic Universe, which contains the synopsis of the different movies and shows in the MCU. I designed it so it is a simple and easy to navigate website. At the top is the title of the website, with two subheadings below it which are links to my two other pages, one bringing the user to the first half of the MCU, and the other to the second half. On the home page, I kept it clean and simple by adhering to the C.R.A.P. design theory. Nothing on the page contrasts anything else, and I've made sure that everything is in its own proximity, not clashing with any other item's space. Right below the links is a synopsis of the MCU itself, which is centered with no other items around it. Below that is an image that merges all the official movie posters of the MCU. Finally, below the banner is the footer which includes the author's name (me), the publishing date (which a website technically has), and the source of the information (which is the information I gathered from watching the movies and shows of the MCU). The colour theme for this page is a red background for the sides, and white for the main page that holds the content. Red is Marvel's main colour, and I'm using white as the background for the content as it fits well with the red. These colours don't clash with each other, and will tie the home page together nicely. For my other two pages, they are pretty much the same but with different content as they will contain different movies and shows from each saga. The first page is the Infinity Saga page, which has the same colour format but with shades of orange instead of red, as orange is the saga's main colour scheme. This relates to repetition in the design theory, as I'm keeping the colours and colour format consistent, repeating them so that the website has a unified theme. In terms of formatting, I repeated the way the title and headings are set up, so that the page's respective link is replaced with "home" so the user can return to the main page. Below the headings is an artwork which includes the main antagonist of the saga, as well as the heroes featured in it. Below the image is where the actual content of the website will be, and I've done it in a way that is organized nicely and easy to see the content. I've organized it in three main areas, each one for a different phase. There will be a heading for the phase, and below it will be the names of the movies in each phase. When the movie title is hovered over, the movie's synopsis will show, and how it correlates with the other movies of the saga. In between each of the phases there is a picture that shows the movies of the phase, with the final picture being the title card for the Infinity Saga. This format is consistent with this page, but the other page is a little different. The second page is the Multiverse Saga, and it has a similar top of the page. Since the MCU is in the middle of Phase 5, I could only write about Phase 4. So, I went with a different format, that being buttons. Below the Phase 4 heading, there are several buttons, one for each show and movie. Clicking the buttons will create a pop-up that shows the movie's synopsis. This relates to design theory, as it is repeated for every piece of content on this page, showing similarity, as well as how the format is consistent, aligned well so that it is easily navigated, and the items are in their own proximity as they only appear on their own with nothing else contrasting them. The footer is the same on all 3 pages, and on the Multiverse page, right above the footer is the title card for the Multiverse Saga. I decided not to include a consistent header for the three pages, as their page tops are different. There are also anchors at the bottom of each page, to return to the top of the same page.