I designed a website for a plastic model shop, that involved careful consideration of various elements to ensure an optimal user experience. The design was tailored for a resolution/screen size of 1920x1080 and was inspired by the simplicity and colour theory of Apple's website, resulting in a minimalist aesthetic. The homepage serves as a showcase for the most popular products from three categories. By clicking on the "learn more" button of any of the three products, users will be directed to dedicated HTML pages exclusively tailored to each product. These specific product pages not only provide a comprehensive and detailed description of the featured item but also offer a curated selection of related products for users to explore. The website also features a shopping bag icon, which when clicked, takes the user to their shopping cart displaying the items they've selected. A search function can be accessed by interacting with the magnifying glass icon, allowing users to easily navigate the site. The website's logo doubles as a link, redirecting users back to the homepage. In this document, I will explain the rationale behind the chosen design for the website, focusing on color theory and the principles of C.R.A.P. design.

The website employs a monochromatic color scheme centered around white smoke (#f4f4f4), black, and shades of grey. However, the intentional use of black for text and key elements introduces a complementary contrast, blending the design with both simplicity and visual impact. The predominant use of white smoke as the background color serves multiple purposes. It is associated with cleanliness, simplicity, and modernity. In the context of a model shop, this choice imparts a sense of professionalism and allows both the colorful product images to pop with also focusing on each image having a simple background colour of black or white, creating a visually engaging experience for the user. The decision to use black for the text and various elements enhances readability and provides a striking contrast against the white smoke background. This contrast is not only aesthetically pleasing but also contributes to a platform that is easy to navigate. Strategic inclusion of grey elements adds depth and subtle variation to the overall design. These shades of grey serve as neutral tones, preventing the website from appearing too stark or monotonous. They can be seen throughout the website, notably in the "learn more" and "Add to Cart" buttons, as well as in the containers that include the content of each page.

Contrast: The use of black text on a light background is a prime example of employing contrast to enhance readability. Additionally, box shadows have been implemented throughout the website, creating a subtle contrast that not only adds depth but also makes elements stand out against the background.

Repetition: Consistency is maintained throughout the website by sticking to a uniform color palette, font style, and spacing. The repetition of design elements, such as the black text and grey accents, establishes a consistent look. The box shadows, used consistently across different sections, create a harmonious flow, and contribute to a polished and professional appearance. On the product pages, additional products are listed at the bottom, each presented with the same layout and image size. This repetition not only ensures a clean look but also enhances the user experience by providing a predictable and familiar interface.

Alignment: The website employs a systematic alignment approach for all elements, ensuring a clean and organized layout. This precision enhances the overall aesthetic and facilitates a seamless browsing experience. The homepage showcases products that are all aligned with each other, providing a smooth scrolling experience. Most content is intentionally centered in the middle of the page, contributing to a user-friendly navigation.

Proximity: The grouping of related elements in proximity helps in conveying information effectively. Product images, descriptions, and prices are strategically placed together, guiding the user's focus, and simplifying the decision-making process. This commitment to proximity principles ensures that visitors can easily find and navigate through the website.

All citations for externally used codes and content are found as comments in the code itself