Jarrod Vandenbogaerde

IASC 1P02

Prof. Tom Brown

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Website Redesign

For this assignment, I will be redesigning the website, www.roverp6cars.com. Upon looking at this website I have noticed a number of poor design choices. All of the elements of the site are all so disorganized that they visually bleed into one another and nothing stands out for the viewer. The text is in different fonts and is often illegible due to being placed over busy images. The spacing in this website is uneven with elements unevenly spaced and in some cases overlapping. Finally, the use of colors is sporadic with no sense of how colors relate to one another. Using color theory and the C.R.A.P. system, I will create an outline of a new homepage that is much more functional and readable.

One of the principles I used when recreating this homepage is contrast. Unlike in the original website, where pictures took up most of the home page to the point of being overwhelming, my use of images more sparingly gives a greater contrast with the text of the website and allows each image to standout to the viewer. I also bolded the titles of the elements and underlined some of the links to better break up the text visually and help those elements stand out more. The colors of the website have also been chosen to bring contrast with orange and blue being complimentary colors. All of the steps help unique elements to stand out and to be easily recognizable to the viewer.

I also made sure that the website was more consistent in its repetition. In the original website, elements were unevenly sized and scattered about haphazardly. The sizing fonts of the text was also very inconsistent. The navigation bar was misaligned with some elements positioned further to the right than others. The text was also rendered in different fonts and colors with no consistency or purpose. In my revision, all of the text is in the same font and colored black for the sake of consistency. The scrolling text in certain elements have been simplified into normal static text so that it is consistent with the rest of the page and so that the viewer can easily read the information without waiting for a line of text to scroll into view. The Rover Sports Register element has been given proper text in addition to the logo as the text in the original picture is slanted and at a poor resolution which wasn’t consistent with the rest of the site. This gives the layout a sense of consistency that was not in the original.

For my version of the website, the alignment of each element is more organized and even. In the original version of the website, all of the elements were placed in disarray with almost no organization. While the navigation bar in the original was noticeably misaligned, my version has all of the elements aligned in a neat row. I have also reorganized the elements of the website into three major columns: the navigation bar on the left, the main body in the center, and the banners on the right. navigation bar on the left into a single row with each button having the same dimensions and spaced evenly under one another. The main body and the banners of the website have also been aligned in their columns with each element in a column set to the same width. Each element has also been realigned so that the spacing between each element is uniform across the entire page. I have also realigned some of the larger blocks of text from centered to right side so that they are easier to read. This gives my version greater clarity than the original.

I have also taken care to use the proximity of elements to group them together based on what function each element serves. The elements of the navigation bar are all grouped together in a row since they all send the viewer to different pages of the website. The main body elements meanwhile inform the viewer of the function of the business and provides contact information for further questions. Finally, the right side of the page holds a number of banners that display the various associations the company has. All of this gives the view a clear sense of where they can find the information they need.

Finally, I used color theory to help separate elements and to help draw the eye to these elements. The original website had a mess of different colors in its fonts, images, and tiles. My version simplifies the color scheme into orange for the boxes with text and blue for the background. Blue and orange are complimentary colors, so they naturally contrast with each other. This contrast helps to differentiate the elements of the webpage and to let them immediately stand out. This makes it easier for the viewer to focus on individual elements on the page.