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IASC 1P02

Prof. Tom Brown

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Website

For this assignment, I have designed a website based on the video game, League of Legends, with the goal of creating an appealing design that also clearly and concisely communicating the information in an accessible manner.

One of the principles I used when designing this website is contrast. The color scheme involves a bluish-purple for the background and a yellowish-orange for the content boxes and the headers both of which are complimentary colors. These complimentary colors are also present within the banner image of each page. For the body elements, having a bright color that contrasts with the background helps divide each element and improves the legibility of the text. Special elements like the embedded video, KDA calculator, scrolling screenshots, and the role buttons, improve the contrast even further by introducing new functions and breaking up what would otherwise be just monotonous text. I have also made the title of each element with header tags to better break up the text visually and help those elements stand out more. All of these techniques help unique elements to stand out and to be easily recognizable to the viewer.

I also made sure that the website displayed unity through the repetition of its elements. The reason I chose a unified theme based on *League of Legends* is because it gave me plenty of material that shared a unified and cohesive aesthetic. All of the images and content compliment one another which result in a greater sense of repetition. Additionally, the color scheme and formatting are uniform across all pages. The buttons of the navigation bar are all the same size, color, and shape, and are all in the same position on every page. All of the body elements are also colored, sized, and spaced uniformly; including those with large amounts of text or other unique features. The header of each page is identical apart from the sub headers which inform the viewer of which page he or she is currently seeing. This gives the layout a sense of consistency that improves the ease of navigation.

I have also payed special care in regard to the alignment of the elements of my website and how it informs the viewer. Each element is organized based on the importance of the functionality and the information it brings. The headers are placed in the center of the banner for the sake of initially grabbing the viewer’s attention. As the viewer scrolls down, the navigation menu sits at the bottom of the banner while the rest of the content is below the banner; creating a literal divide that differentiates the content of the page from the navigation and header. 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. Both the headers and the sub-headers are placed at the center of the banner to make it clear to the viewer where they are currently. The elements of the navigation bar are all grouped together in a row at the bottom of the banner distinguishes them from the rest of the content and. Meanwhile, the main body elements are all organized in a column down the rest of the page. All of this gives the view a clear sense of where they can find the information they need.