Final Website Design Wireframe Description

I chose to create this website for personal reasons, originally, I took this class in the hopes of creating a professional website for my parent’s company. I have since then realized I will need to take additional classes or spend a lot of time in self study to learn the coding necessary for that. Instead I decided to start myself off with something a little easier. I could at least create a website for my older sister. She is an artist selling her own art and she has been looking into creating her own website for an online presence. However, when I created this website, I did not have the time to ask for her pictures meaning the photos and content are a little made up in some areas.

Starting with the website’s colouring. I attempted to use an analogous colour scheme, specifically using different shades of blues. I picked a lighter blue and white for the background colours and then made the text dark (either dark blue or black). This was done in an attempt to make the text on the website easily readable and to lessen the strain of staring at the website pages too long. I also decided to highlight only one picture with a coloured border, specifically the self portrait on the home page to bring some contrast to other pictures, while keeping the colour scheme simple and not distracting. Not sure how this fits with the C.R.A.P. rules but I used to do a lot of scrapbooking and putting borders around pictures always helped add a cohesive look while also highlighting the picture as important. I did this as I think it is very important that she be recognizable. Another reason I decided to use a blue analogous colour scheme is because the site was inevitably going to have several pictures of colourful pottery and I didn’t want to distract from the beautiful pottery. I specifically chose blue as well because she does a lot of earth toned glazes on her pottery and thought the blue would go nicely.

I used the repetition theme for the header and footer to hopefully create familiarity and recognizability to each page that would help link them together as a single website for any users. I also kept a consistent colour scheme and layout to help with recognizability. I focused on creating a hard vertical line on the left for all three pages. There were points that I thought of moving smaller things beside each other, but I didn’t like how it messed up the natural progression of the page. Proximity was mainly applied to the gallery page. I created several separate categories to show and then used proximity of the images to create a cohesive look for different available styles. I was unsure how many photos she would want to have for each category or how many categories she would want to include. So, I decided to make it functionally easy to change the pictures or add more categories as she learns new styles and adds to her repertoire.