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Color and Shades:

The primary color scheme of the website is based on blue shades. Blue is often associated with trust, professionalism, and stability, making it a suitable choice for an academic institution like IIT Kanpur.

The shades of blue used in the design can range from darker tones to lighter hues, allowing for visual depth and contrast. This variation can help differentiate sections and create a sense of hierarchy within the interface.

Typography - Poppins:

The chosen typography for the website is Poppins. Poppins is a versatile and modern sans-serif font that offers excellent readability across different screen sizes. Poppins' clean and rounded letterforms complement the overall design aesthetic, providing a contemporary and professional look.

The font sizes and weights are carefully chosen to ensure legibility and hierarchy of information. Headers and titles may use a bolder weight for emphasis, while body text maintains a balanced weight for optimal reading comfort.

User Interface:

The redesigned navigation bar is an essential element of the user interface. It provides clear and intuitive access to different sections of the website, improving navigation and user experience.

The navigation bar might feature prominent links such as "Home," "About," "Courses," "Contact," and any other relevant sections specific to IIT Kanpur.

The updated navigation bar could use dropdown menus or a well-organized sidebar to display subcategories and ensure easy access to detailed information.

Content-Centric Design:

The redesigned website follows a content-centric approach, ensuring that information is presented in a clear and organized manner.

The homepage might feature key highlights and important announcements, allowing users to quickly find relevant information without excessive scrolling.

Sections such as "About," "Courses," and "Contact Us" can provide detailed content specific to each category, offering in-depth information to prospective students, researchers, and the general public.

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Overall, the redesigned website prioritizes a clean and professional aesthetic with its blue color scheme, utilizes the Poppins font for legible typography, enhances user experience with an intuitive navigation bar, and employs a content-centric design approach to deliver relevant information effectively. These elements combine to create a visually appealing and user-friendly interface that aligns with the goals of IIT Kanpur.

Figma Link:

<https://www.figma.com/file/cHIGxj9dRubyzKwIciI2HS/HelloIITK-Redesign?type=design&node-id=1%3A2&mode=design&t=Dbe8vE53LCXt0MWu-1>