Final Website Assignment: Site Design

I chose this design because it was symmetrical and allowed for lots of organized repetition within the content boxes which I think is a good way to display the information. I centered my website around Christmas as it is my favourite time of the year. The snow falling on the first page creates movement and a more festive feeling. The hover feature on the product page allowed the images to be larger and more catching while still providing the important information. The colour scheme of my website is complementary colours of red and green. I chose these colours because I wanted to a Christmas themed website and complementary colours tend to have higher contrast which would give my website the vibrant look that I wanted. I used two shades of green, one red, and white. The white was a neutral colour that looks good over any of the colours I chose, making it a perfect, readable colour for my text. I used the red mostly for important information as it is very vibrant and draws the eye, especially when surrounded by green. The two shades of greens were good for blocking off separate sections of information. These colours are also very heavily associated with Christmas and I feel it gives the website the right amount of festivity. I used two separate javascript pages because I didn’t want the snow to be on the subpages in case it got distracting while users were looking at the content.

**C:** The colours that I picked for my website contrast quite well as they are on opposite sides of the colour wheel. All my colours are different enough from each other that they contrast well, and everything is pleasant to read. I used pictures that had white backgrounds to make sure they stood out from the green background they were on.

**R:** I used repetition in my website by using the same pattern to arrange photos and text. On the main page, I used repetition with the nav bars on either side of the page to create symmetry. Repetition is clearly evident in the products page as I repeated the same layout of title, two sentences, four images in a row with overlay for each section in the content area. This provides a pleasing visual for the user as well as the consistency makes it easier to understand and find what you’re looking for. Also, the news section repeated the layout of image with text to the right.

**A:** I used left vertical alignment for my navigation bar because keeping the links aligned along a straight edge is visually pleasing and organized. My content was horizontally aligned, and all my images were in perfect rows to create the sense of order and proper placement.

**P:** All the links for the product merchandise are all together in the menu navigation bar to show that these are all the different types of products that we have. I used a horizontal line to visually separate the news link from the products links because they don’t go to the same page. I put all the important contact info and address all together in the footer as the footer is usually where a customer looks for that information and this way, they don’t have to be searching in multiple places for it. All the hours are on the right-hand side of the page, so they are a separate visual unit as they are different from the links on the left. Each different topic in the content was in its own green box to clearly differentiate between the various topics and images.