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IASC 1P02 – Web Media Production

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**ASSIGNMENT 3: Bad Website Redesign**

The website that was chosen to be redesigned was HiTECH Audio Video (link: <http://www.hitechav.ca>), which is a mobile electronic retailer specializing in installing radios, remote starters, cameras, etc. located in the city of Brampton.

**HiTECH Audio Video Re-Designed Layout**

In comparison to the initial HiTECH Audio Video website, the re-designed layout is very different. The main goal in re-designing the website was to create an appealing, simple, easy to navigate, yet very informative website. I chose to keep the background white, but I incorporated a light grey header, footer, content portion, and navigation bar to make the website more organized and appealing to the eye. At the very top of the page to the left, the company name is placed in big, bold, and easy-to-read letters. On the right, I added three links (About Us, News, Contact Us) for existing and potential customers, which is easy to find. I also added a search bar, which is something that the initial website did not have and I feel is good to have so customers do not have to browse the entire webpage to find what they need and want. Also, as opposed to having a navigation bar on the far left of a website, similar to the initial website, I chose to have a navigation portion on the header and the footer with the products and services the company specializes in. This allows customers to access the links more efficiently. At the bottom of the page where the footer sits, this is where the full address, contact information (phone number, fax number, and email address), and hours of operation will be. Lastly, the content portion, which is the largest section is where I chose to promote the specials that the company currently has. Through this, more people will be knowledgeable of the specials and it will ultimately attract more customers. It is crucial to make this section the most eye-catching since it is the most important, especially for businesses.

**HiTECH Audio Video Initial Website Layout**

The HiTECH Audio Video website has several issues, which were addressed during the re-designing process. The website lacked structure, was not eye-catching or appealing, and there were too many words (paragraphs) and not enough visuals/pictures. Specifically, there is a significant amount of unnecessary space in between the company name and the content portion of the page. In addition, Kenwood, a brand they carry is randomly placed in between the company name and the content, as opposed to at the bottom of the page where the other brands are placed. When reading the contents of the page, they were extremely repetitive with their information continuously stating what they specialize in and a lot of unnecessary information. From personal experience, when viewing a business website, viewers do not generally like to read paragraphs of information especially if the colours used are irritating to the eye. In addition, the navigation bar on the left is very messy, very repetitive, and wasting a lot of space. For example, it encompasses products and services and below, there are a list of services and brands of the products themselves. This could be minimized by only stating it once. On the far right of the navigator, they incorporated a news portion, however, the font sizes are not consistent making it look unappealing. In addition, they promote their specials, but the customer must scroll down to find it and it is not eye-catching as it blends in with the other parts of the website. Furthermore, at the bottom of the page, they have a “Get a Quote” photo, which looks like something a customer could click on, but it is not clickable. Lastly, at the very bottom of the page, they have numerous brands they have, but one of the brands does not exist and it is extremely messy as it is not evenly spaced out.

**Colour Theory Application**

The colour scheme that was chosen to re-design the website was achromatic colours. Achromatic colours are a combination neutral colours, consisting mostly of black, white and grey hues. I chose this colour scheme because the initial website lacked a colour scheme and the colours they chose were unpleasant to the eye. Through the use of achromatic colours, the website will be more appealing to customers because although it is very simple, it has a sense of professionalism. In addition, achromatic colours combines well with almost any other color while continuing to allow the other colours to stand out. The main colours that were chosen for the website redesign include a white background, a light grey header, footer, content portion, and navigation bar, and black text throughout the website. Red text will also be incorporated; however, it will only appear on the special deal pricing as it must stand out the most to customers.

**Design Principles Application**

The design principles are incorporated through the use of C.R.A.P. Contrast is used through the use of the achromatic colour scheme of the entire website, as well as the text mostly being black, except for the pricing (discussed above). In addition, the size of the text is easily readable through the use of Sans-Serif for the company name and Arial throughout, and a range of font sizes depending on what is being displayed. The minimum font size is 12, which only appears in navigation in the footer, About Us, News, and Contact Us because these are of least importance. The largest font size is 50 which is used only for the company name as it is the most important piece of information for people to see. In addition, some of the information are bolded to show emphasis. Overall, sizing will help people to distinguish between the different portions and aspects of the website. Repetition is used all throughout the website to have a constant design. Repetition is used in colour since only achromatic colours were used, in shape since the header and footer are the same size, both navigation bars are the same size, and content being the largest. Also, the sizes of all the boxes (specials, links, etc.) stay consistent. Alignment is incorporated by the use of both edge alignment and center alignment to position the boxes properly. Edge alignment was used for the overall website (header, footer, and content) to ensure that it is a perfect rectangle. Center alignment is used within the website (links, navigation bar, etc.) to ensure it looks as neat and professional as possible. Lastly, proximity is used in a similar way as alignment is. All information is easy to locate through its structure with every box equally sized and spaced out. There are no random and awkward gaps and all areas are filled with the perfect amount of space with all necessary information required.