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IASC 1P02 – Web Media Production

Tom Brown

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**FINAL ASSIGNMENT: Final Interest Webpage**

**Layout**

Before starting to create the WireFrame to determine the website layout and creating the website itself, I decided to stick to creating a simplistic/minimalist website/blog. I believe that although HTML, CSS, and Java Script could create extremely complex designs, less is more.

**Colour Theory Applications**

The colour scheme that I chose for my website/blog was achromatic colours. Achromatic colours are whites, greys, neutral colours, including browns, tans, and pastels. I chose this colour scheme because it continues to follow the minimalistic design I was aiming for. For all three pages of my website, the background remains to be white, with a light pink header and footer, which is where the navigation is found, all content has a light grey background, and the text is mostly either grey or black. The colours in the header, footer, contents, and the photos chosen allows for contrast from the white background. At the very top, appears the current date, on the left hand side and time in the center, both in black. Then, there is a pink header with a welcome statement, the title of the page, and the navigation bar. This gives it a pop of colour, while continuing to keeps its simplicity. Although all three pages have their differences on the layout of the page, due to the number of content boxes, photos, etc. it sticks to the exact same colour scheme overall. In addition, while the same font is used throughout the website, due to the bolding, italicizing, colour changes, font sizes, this gives it a pop of colour to emphasize certain text and information read.

**Design Principles Application**

In my website/blog, the design principles are incorporated using C.R.A.P. This stands for contrast, repetition, alignment, and proximity. Ultimately, contrast is used to draw attention to the viewer, which was done through colour, size, and shape. As previously mentioned, the colour scheme chosen was achromatic colours to make an appealing, but minimalistic website layout. Although different colours are used, the chosen colours for the backgrounds and fonts all stand out and is easily readable by viewers. Different sizes are also used throughout the all the webpages to show emphasis and to distinguish between the different portions and aspects of the website. For example, the title of the website is the largest font, which is found in the header. Then, it is the content titles, then the navigations on the header and footer, and lastly, the information found in the contents. Although the navigation and information have the smallest font size, it is still easily readable. Lastly, throughout all pages, there are bolded, italicized, different coloured, and different sized words, but they all work/go together because although there are differences, the same font, Courier New is used throughout. Lastly, shape is used throughout because the webpages have a consistent design, through the header, footer, navigation, and contents, which are all relatively the same in size and follow the same colour scheme. In addition, each section is enclosed with either a dotted or dashed background. The navigation bars found in both the header and footer are the same size and the contents within are also the same. The content section is generally the largest portion and all photos are the exact same size to show consistency. Alignment is used in the website to ensure that all areas are equally aligned through the use of 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 to position the elements along a margin. Center alignment is used within the website (links, navigation bar, etc.) to ensure it looks as neat and professional as much as possible. For the text, majority of it is aligned in the center (titles, content 1, welcome statement, etc.), with only a couple (current date and content 2) being to the left. This allows it to stand out more, especially titles, to catch the viewers’ attention more quickly. Lastly, proximity is used in a similar way as alignment is. All information is easy to locate through its structure with every box similar in size and exactly the same amount of space within different parts. There are no random and awkward gaps and all areas are filled with the perfect and exact amount of space with all necessary information required. This could be seen throughout the entire website through the spacing of each part, whether it be pictures or content since everything is evenly spread out to ensure that it is not clustered together. All in all, through the use of C.R.A.P, it has allowed me to create a website with an effective and appealing design.