

## Assignment Three: Bad Website Redesign

### **Note the website you are redesigning**

I am redesigning the website for a German Restaurant named “Bauarian Brathaus.” Based on their website, the restaurant offers a variety of German craft beers, authentic German cuisine including strudel, served in an outdoor biergarten. They also host Oktoberfest, with live music to accompany their beer and cuisine.

### **Describe your layout**

My website design layout is going to simplify the design with professional photography of their restaurant including the outdoor biergarten, Oktoberfest activities, beer and plated food. I will incorporate colours of the german flag in a more modern style, while keeping their logo, but improving the font style and colour choice for a more reader friendly appearance.

On the bottom left area of the header, I created drop down menus for menus (brunch, lunch, dinner, beer), live music schedule, Oktoberfest information and a direct link to make an online reservation which will also include other contact information and the company’s address

Intro content 1 will include basic information about the restaurant, such as, how the restaurant was created, family owned, the use of fresh authentic German ingredients etc. Main content 1 can have information about upcoming events, support within the community, fundraising events etc.

In the footer, I included a place for visitors to enter their email to receive updates regarding new additions to the menus and events. There is a link to the about page for more information on the restaurant (owner, family, products etc.) and social media icons and links. Marketing on social media is an important part of any business in today’s technological society and can grow businesses quickly and organically. Sharing photos of products, updates of events and behind the scenes are important aspects to share with customers and potential future customers.

### **Describe the reasons for making the layout changes (ie problems with existing design)**

I found the original website design for the restaurant was too busy with colour, and unorganized text content all over the page. The font for the logo and on the photo of the storefront was difficult to read and understand exactly what products the restaurant offered. The use of a triadic colour scheme with font blue, red and yellow along with odd-looking placement of bold and underlined fonts were displeasing to the eye and not enjoyable to read or look at. It did not make me want to click onto the content and learn more about this restaurant.

## **How colour theory applies**

The German flag has the colours yellow and red along with the shade black. I will use a modern style of an analogous colour scheme blending red and yellow from the flag in a naturalistic approach. Softer, more pastel like hues of the colours along with the balancing and grounding effect of black. Yellow and red are near each other on the colour wheel (separated by orange) and appear often together in nature. I think of campfires and autumn leaves these colours appear in and we can use this relationship to our advantage with the website concept.

## **How design principles apply**

Using the C.R.A.P design principle, we will create a professional, unique, yet pleasing website design.

Contrast- Using the contrast between photos and font will create an interesting and enticing feeling to the website. The photos of the location, food and guests having fun at the restaurant will allow viewers to envision themselves having a great time in the same surroundings. Icons within our menus and search bar will contribute to interest and contrast as well. With a basis of a neutral black and white design, with accents of our analogous colour scheme will create colour contrast and sophistication.

Repetition- The same font colour, size, headings and paragraph style will be used throughout the website page. The repetition of the same header, menu bar and the navigation bar will be found on each page of the website. On the page I am designing for this assignment, the photos will be repeated in groups of three with the same size and filter/editing for simplicity and grouping of similar content.

Alignment and Proximity- I began with the header, placing the logo in the left hand corner, larger than other photos on the page because it is recognizable aspect of the restaurant and website. The restaurant title will be centered in relation to the website page. The navigation bar is to the left, with the content in the right column. Photos within the content will be centered and grouped in threes. Text is aligned left with a hard vertical edge to follow. The footer content is also grouped within similar content (ie about page and logo, email information, and social icons) these items are aligned left, center and right respectively.