Website Redesign

**IASC 1P02**

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1. <http://cks.hdsb.ca/>
2. The website I am choosing to do the redesign on is the homepage of my high school, Craig Kielburger. Currently the website layout has the logo across the top with three pictures inside, the navigation bar along the left side of the page, and the header or banner running right underneath the logo acting as another navigation or click bar. As you continue down the page there are several box sections, with a very unclear body area on the left middle of the page, and a couple side bars that are spread carelessly across the page, making it quite difficult to understand and follow. The footer is extremely small, unorganized, and poorly placed as well at the bottom of the page. Plus, the only real noticeable color scheme is green which seems to just be a background color to the main page.
3. The existing design has a multitude of different problems that sterilizes the websites usability including the fact it was chosen to be monochromatic and the creator failed to follow it. The first and quite notable problem is there is a lack of discernable contrast on the webpage, the color schemes don’t properly match, not to mention there is significant repetition at the top of the page that definitely could be reduced to make it more clear and easier to follow aka more useable. It also contains way too many pieces of arbitrary information that clog up the page’s important messages, this creates an unsophisticated and lackluster look, everything should have a clear connection. There is also an improper use of the color wheel, and amount of colors actually placed on the page. As well as the proximity of the news articles on the page is absolutely absurd, and in itself makes the page unorganized.
4. The apparent color scheme of the webpage if I had to take an estimated guess would be monochromatic, since the only real appearance of color is green, and its spread through the background of the page as well as a significant amount of the writing, and even the logo. However, the web designer did a poor job in my opinion, by not choosing to use more contrast, or more clear contrast on even the types or shades of greens used. The writing and the background are so similar in color that it clashes more than it is attractive to the eye. Since the school logo is green I understand the intent to use green but if the designer had of utilized analogous color design and potentially mixed the contrast of yellow and green which happen to also be the school color and logo color, I think it would have provided a much more attractive view for the reader. If the designer alternatively needed to stick with the monochromatic version then potentially removing the black and green mixture of text and either having one or the other to contrast the white more clearly, and not including blue or red links randomly that almost confuse the eyes and goes against the color scheme of the page. Moreover, and unrelated the font, size, boldness, of the text throughout the page has no coordination or pattern that really allows it to make any sense I think all of it could be created to be more cohesive.
5. Unfortunately, every aspect of website design has been overlooked at some point in the creation of this high school’s homepage. To begin with as previously stated there is almost no contrast and the contrast that there is doesn’t really fit, or make a visually compelling page. Contrast can include the use of colors which as stated above aren’t really existent or following any proper pattern. There just is anything dynamic about it, and it’s impossible to differentiate the important elements. There is also no sophistication to the organization of fonts, sizes, texts, or even the simplest thing spacing between the elements. Moving on there isn’t a lot to say about repetition on the page other than in the logo portion three pictures are used as a representation of the school logo, and their colors, but the way its organized the fact there isn’t another Spartan anywhere else on the page is pathetic. The major concept the major piece and its placed briefly at the beginning not providing any point of emphasis for the readers. And nothing else is really repeated so it doesn’t really give any sense of the main point or main aspect of the page. The most apparent aspect of design that was left out of the page was alignment. There are so many arbitrary pieces of information, boxes, and little splices of information that the page feels cluttered, and impossible to navigate through. In particular, because of the lack of proper alignment throughout the page it can just feel overwhelming. Admittedly the proximity of the main aspects of the page seems appropriate as all the important information about the school and current news is all focused right at the top middle of the page as soon as you open the website. However, due to the intense clutter and lack of clarity without a knowledge of what the important information is, such as myself, there would be no way to understand or utilize the page properly.

Part 2:

<https://wireframe.cc/j9j3HC>