Final Website Design Writeup

For my final website design, I decided to use the basic 2 column layout with a wrapper. This layout allowed me to easily fulfill the requirements of a header, navigation, content area and footer. In terms of C.R.A.P design principles I did my best to ensure the site is aesthetically pleasing. For Contrast I used an Analogous colour scheme of purple, blue and green-blue. On the home page of the website I used blue and blue-green, for animals I used purple and blue and for entertainment I used green-blue and blue. I chose this colour scheme for 1 because I enjoy those colours and a good design should make you happy and for 2 because the analogous colour scheme is very pleasing to the eye and are very accommodating to a user’s mood and everything flows together nicely. For the repetition aspect I made sure to make the layout the same on all the website pages. I put links in the navigation on the side, and in the content, I put an image or images, followed it with a Header that informs the user what that section of the site will be talking about and then the paragraph talking about it, this repeats for the length of the page. Because each page is longer than a monitor screen so not all content can be seen I made sure to add a little box in the top right corner that is in a fixed position so that the user is always able to quickly get to whatever piece of information they require. For Alignment, I decided to make everything except the header left aligned because I thought it looked better, since the human eye reads left to right it felt more natural to align it this way, finding that trying to make everything center aligned made the entire page feel long and unnatural. For proximity I made sure to group similar things together, following the pattern I mentioned in the repetition aspect of C.R.A.P. I put a graphic that was related to the topic outlined in the text below it. I also made sure to put every section in the fixed position anchor box in the order that they appear on the page. For the JavaScript I decided to make a pop-up function that welcomes you to the website when you open it and a button just for fun.

The content area has a white background, depending on the page the other areas have different colours. The wrapper is always the darkest in the colour scheme, the header and footer are the same colour and the navigation is the lightest.

The page follows a repeating structure of image, heading, text all the way down. The list on the right is in a fixed position.

