Link to bad website: <http://hamsterdance.com/index.htm>

The website that I chose had a lot of clutter and had too much information on the home page which ruined its design. The choice of color that the website used was good but it didn’t have an aesthetic or cozy design. It didn’t have a navigation bar when it should have had one because of the amount of different inter site links it had. It didn’t have a dedicated Log in or Sign Up button but instead it took a bunch of space on the home page for the sign-up info.

I have changed the design to a much more modern and simplistic design, but it makes a difference on how it looks and feel on who goes and visits the website. The grey section on my wireframe are going to be #5EA1A1, navigation bar #FFDDDD and the background of the site #FF9595. It has a much more comforting look as it is gentle on the eyes and the color has the optimum level contrast against each other. The Hampster news horizontal scrolling bar updates everyone on the latest news and switches every 15 seconds which allows the readers to get a quick glance and at the same time enough time to read what content is written within. The smaller horizontal scrolling bars show all the various content throughout the website without having them go through each tab. Like a small briefing. The bottom of the page contains the social media icons so that the person going through it will be able to easily get it. The site map includes all the sub links of the main links on the navigation bar so that it would be easier to jump from one site to another.

Contrast: All the colors can be seen easily once put against each other.

Repetition: The horizontal scrolling bar

Alignment All my text is in the middle of everything except on the navigation bar because it wouldn’t look good in the middle.

Proximity: There is an equal space between each horizontal scrolling bar