Site Design

As an Interactive Arts and Sciences student, I have come across various websites that have designs for various purposes. Some website designs are created to fit intended businesses, for example, Brock University’s website is designed in its own way to project not only information about the school but also the school’s spirit which can be seen in the colors used for designing the website’s template.

Like the Brock University website, the design of my website is to tell a short story about myself and my experience so far in my course of study at the University. My Wireframe mockup displays the design of a typical website, one that can be seen literally anywhere on the internet. The design of this website begins with what I intend the website to look like. I picture the website to look like a stack of boxes. In other words, if one were to look at the website to be designed, it would look like four (4) rectangular boxes stacked on top of one another.

The layout of the design is as follows, the website is made up of a ‘Header’, ‘Navigation Bar’, ‘Content space’, Footer, and a ‘Body Background’. The ‘Header’, this section of the website is made up of its own background, the title, and a sub-heading. This is followed by the ‘Navigation Bar, this segment of the page contains the links for users to browse and search all the pages created in a website in an easy and efficient manner. Personally, I see this segment as the key to a website, without it, the user will be stuck on a particular page. Next to this, is the ‘Content’, the ‘Content’s’ function is literally in its name, this subdivision of the website contains the visuals, texts, and sounds of the website. I see it as the body of the website. Finally, the ‘Footer’ which contains information, for example, contact details of the designer, that are usually displayed at the bottom of every page of the website.

Every design that deals with construction always needs a foundation, the base of this website is a shade of a black themed background. According to the ““Web Color schemes, this color as well as the other ones I picked (white and dark blue) are ‘Monochromatic’. In this case, Monochromatic represents color schemes of all colors of a single hue (tints, tones, and shades)” (Mike, 2016). I chose the black background as a representation of my ancestral roots in Africa.

I chose this particular design because as its designer I wanted it to be visually appealing as well as easy to navigate through, detailing specific information’s about me. To accomplish this, I adopted the “Design Principal” C.R.A.P.

Contrast – “Strong contrast adds visual interest to a page and makes it more attractive to the reader’s eye” (Mike, 2016). This is seen in all pages embedded in the designed website. For example, the header contains a unique wallpaper as its background, the color of this background (dark blue) contrasts with the color of the font (white) chosen. I believe that once the website is opened, the header itself has an eye-catching ability.

Repetition – “Repetition works to unify all parts of a design. Repeating elements across pages creates consistency and visual unity” (Mike, 2016). For this website, I thought of something very unique, embedding an audio sound into my website. Once the website is opened, a track begins to play, and this is consistent in all the pages in the website. Also, there is a use of a white background in all the pages of the website.

Alignment – “Nothing should be placed on the page arbitrarily. Every item should have a visual connection with something else on the page” (Mike, 2016). For example, in my design the texts in the content area are either centrally aligned or they are along the vertical edges of the page.

Proximity – “Items or elements that are not related to each other should not be in close proximity to each other. This is seen in the way items are grouped on my designed website” (Mike, 2016). For example, the navigation bar consists of a group of links that a user will need to get around my website, while the content section of the website contains groups of information about the title of a particular page.

Works Cited

Brousseau Mike. IASC – STAC 1P02. *Color.* Google Slide. Web. 9Dec. 2016.

Brousseau Mike. IASC – STAC 1P02. *Navigation and Design.* Google Slide. Web. 9Dec. 2016.