**Rationale:**

While creating the site for Vader’s Salon, I decided to design it in a way that would be visually appealing for customers whilst they are browsing the site. The principles of Contrast, Repetition, Alignment, and Proximity were taken into heavy consideration when I was choosing the colours and design.

The main colours for the site are not at all chosen at random but instead are black and gold as I wanted it to match the brands logo in an attempt to create a welcoming atmosphere for clients and also convey my brand’s essence. According to psychologists, having consistent colour across a website can promote feelings of relaxation, leisure, and even luxury. For example, the classic combination of black and gold could give users a feeling of power, elegance and sophistication. The colours convey a sense of exclusivity.

The contrast of my site was essential in guiding my customers attention and highlighting essential elements like my menu. The menu screen is emphasized by contrasting colours for the actions Home, Media, Appointment, and History. This ensures that my customers eyes are naturally drawn to the sites most important aspects.

The repetition in my site is quite visible as the user browses through it due to the consistent and cohesive design throughout the webpage reinforcing brand identity. This is used in an attempt to enhance my customers overall browsing experience by giving them a professional and polished site to navigate through.

The alignment portion of the website helps organize the sites content in a logical and proper fashion which in turn makes users feel more ease while browsing. The placement of all the elements of my website including the texts and images on my media page are done so in a manner that customers are not too overwhelmed.

Typically, proximity in the C.R.A.P design refers to a grouping related items together to create a sense of organization. As seen on the Vader’s page, this comes into play on the home page as the contact information and business hours are all grouped up together showing consumers that they are in fact all related.

The site consists of a Media page consisting of haircuts done by previous clients to serve as a good visual guide that may attract even more customers. There is also an Appointment page so that customers can book appointments at any time from anyplace. It serves as a time saver for the business as it helps to manage and organize the company more efficiently. The history page is to quickly educate anyone who is curious on how the company came to be.

The company logo can be seen all over the website to boost brand recognition. It is like a sort of stamp of authenticity, showing that all the pages are part of the same site belonging to my company.

In conclusion, all details and design on the Vader’s hair salon website like the Colours, Fonts, Imagery, Layout etc, are made with precision and accuracy. There are certain psychological factors which are also taken into account to provide the best user experience.