Rationale:

The previous page faces many issues such as, wrong use of color combinations, clustered items and hard to read, low accessibility and limited information. The heading of the page had too many texts and was not properly aligned, the color combination is also very confusing, the body and content are not properly arranged and aligned, content is too compact, and color theory is not balanced. The page has no footer with additional information about the events and contents of the page. We improve this by redesigning almost all aspects, changing user experience, color usage and readability. We use C.R.A.P. design theory which helps create symphony and alignment. Repetition should be more common to make it more consistent; Proximity of links, images and texts makes the page easier to follow for users, Alignment of words and images make it more readable and better for user experience. Color theory helps designers understand color usage and make better choices for color combinations to make the page more readable. We use more readable fonts like ariel which are easier to read. Contrast texts and alt tags make the page more accessible to users. By having high-contrast texts, users are able to differentiate text which are layered on images to reduce confusion. We modify all these features to improve user experience, to make the page more organized. An organized page is easier for developers to edit but also easier to access for viewers.

Item #1 Example

Description: Header

Font: Arial 40px

Color: Black

Alignment: Left

Media: Company Logo

Interactivity: N/A

Item #2

Description: Content 1

Font: Arial 35px

Color: Dark blue

Alignment: Center

Media: Tent

Interactivity: N/A

Item #3

Description: Content 2

Font: Arial 35px, 15px

Color: Dark Blue, Black

Alignment: Center, left

Media: Building

Interactivity: Links

Item #4

Description: Footer

Font: Arial 15px, 12px

Color: Dark red, black

Alignment: Center, left

Media: Mascot

Interactivity: Links