

Jonathan Brenders

9 November 2018

IASC 1P02

### Bad Website Redesign Assignment

The website I chose to redesign is the Cosmology journal home page. There were several issues with the page's design that do not conform to basic design principles. The first issue that is glaringly apparent is the use of plain text directly on top of several brightly coloured and varied background images depicting celestial formations. This makes for poor readability in some areas. Additionally, there is a heavy use of borders, margins and padding throughout the page that effectively separates different sections, but without backgrounds in each container, these repetitive borders seem to add to the chaos of the site.

I have proposed several changes in my wireframe redesign to correct layout issues. A simple monochrome colour scheme was chosen consisting of one accent colour and a light, mid and dark shade. The accent colour is used sparingly throughout the redesign, limited to the site header and a few areas where the viewer's eye should be drawn. The first thing that was tweaked was the design of the content sections of the page. Backgrounds were added to each content section to add division between them and reduce visual distractions from the further galaxy-based background on the page. These backgrounds should be coloured a mid-tone shade and aligned with each other. To achieve this, the third content section containing eight volumes was rearranged from two rows and four columns to four rows and two columns. The borders were removed because they are unnecessary after the addition of further backgrounds behind the content. The next change was the movement of the navigation menu from the top of the website over to the left side of the screen. It could also be locked in place while the user scrolls to the bottom of the webpage, so the navigation menu is not lost. Another vertical edge was created by moving the first content section containing previews and purchase links for five books to the right side of the webpage. The links were further enhanced by using the accent colour underneath them. Although it is unlikely anyone will ever order a book from a site such as this, the accent colour nonetheless draws the viewer's eye here.

The redesign depends on strong use of contrast to allow dark text to stand out from the rest of the lighter design. The sizing of objects throughout the page is more consistent because of repetition. The crazy background is also much less prevalent in the redesign, increasing alignment throughout and making the redesign more appealing to the eye.