Bad Website Redesign

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About the Assignment:

In this assignment, we are to pick any website and redesign it by using our understanding of design fundamentals (C.R.A.P) and colour theory. The marks will come from overall structure, clarity, visuals, and application of principles discussed in lecture and lab.

Part 1: Summary of Proposed New Design

a) The website being redesigned is instagram.com, the desktop version upon login by user.

b) In the redesigned layout, I plan to add more text-based navigation rather than symbols. Also, a couple of the buttons will be moved around to a more appealing location. Thirdly, I plan to add in additional buttons for more interaction.

c) The reason behind adding text instead of symbols is to get a more visual representation of the navigation rather than having to decode the symbols- especially if you're new to the app and aren't fully comfortable with the controls yet. Secondly, the buttons are being moved around to a more orderly fashion of things- which slightly resembles the mobile app layout. Thirdly, the extra buttons being added in (friend suggestions) are to help bring in another feature that instagram offers, and seems appropriate to have on the homepage.

d) The colour theory is being applied by monochromatic design- which is how the website originally sits. Instagram has a very basic colour scheme which reflects simplicity and makes the site look very clean and sleek. Using different shades such as whites, greys, and a tad bit of black is highly appealing because it simply adds a pure look, therefore in terms of colour on this website, the only thing I am changing is adding a pop of colour- the logo- which instagram has edited to a black and white version on the desktop version but is indeed a mixture of purples, oranges, yellows and white originally. The reason I would like to keep black colour to a minimal- only the actual text- is because black can come off as heavy, evil, mystery, etc. and instagram being a social media for pictures, I don't believe that's the message I want to get across on the homepage. Secondly, the colour white- which will include the header, footer, navigation buttons on the left, buttons on the right panel, and the box around the images, projects clarity and simplicity and is the perfect colour when the attention should be on the actual images uploaded on this site. Lastly, the reason I have decided to stick with the grey background for the rest of the webpage is because it contrasts amazing with the white aspects listed previous and black text; it allows the white background on the images to pop rather than if the entire webpage was a plain white.

e) Primarily, as stated above, **contrast** is applied by using simple colours- or shades one might argue- such as white, grey and black which can never go wrong because of their ability to make everything more visually attractive, readable, and allows the important content to stand out. Secondly, **repetition** is applied by using the same colours for the header+footer+navigation; linking the colours of all text on the webpage to be the same colour (black); weights and styles of the lines on the page are all the exact same; title font and text in footer are all bolded terminology which sets these two apart from the remainder of the text on the page such as the navigation panel and suggestions panel on the right. Next, **alignment** is incorporated by aligning the text on the left panel for all the navigation buttons on the as left align rather than centering the text giving it a proper vertical edge to follow; the title, "Instagram" is centered in the header, which is in line with the images on the page. Lastly, bunching the left panel buttons in close distance to one another to make it seem like they all exist as one unit is following the designing principle of **proximity.** Similarly, the content on the right side of the page- the "follow suggestions" and then the actual suggestions directly below, are also placed in close proximity to one another to show that they are all affiliated with each other.

Part 2: Wireframe Representation of Page Design

Purple, orange and yellow original instagram logo

the logo

Instagram

This will be the profile image

Simrit Mondair

Title is in black font using sans-serif

The yellow pertains to length of the header which is actually white in colour and black text

Any blank space on the page- the background is grey in colour

Search

PICTURE

White background behind the image

Home

White boxes with black font- all text is the same font size, using sans-serif

White boxes with black font- "follow suggestions" is in bold, the names appear as images not text

Follow Suggestions

Discover

Larry

Garry

PICTURE

Sherry

Notifications

Mary

White background behind the image

The yellow pertains to length of the footer which is actually white in colour and black text, all bolded using sans-serif text

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