Hani Ahmed

ISAC 1P02

Nov 16, 2017

Website Design

The topic I chose for this assignment is the wonders of the world. I wanted to create a website that would be easy to navigate. The navigation is fixed so that the user would have this bar sitting at the top of the web page at all times. This will allow viewers to more easily navigate the site and have continuous access to different sections of the site during navigation. The title of the website is centered under the navigation bar accompanied by a time display. This makes it easier for viewing. On the lower right side is placed some content. The content is organized in a visually pleasing and symmetrical manner. This choice was made in order not to overwhelm the viewer with a plethora of products upon initial entry to the site. Visitors to the site can access the home page, and the type natural wonder from the navigation bar. The social media should be included at the bottom of the page rather than the top. This would be for easier navigation because it would allow the viewer to look at the website first and then access social media if the viewer wishes to further connect with the organization or author of the site.

Colour theory is incorporated into the design of the website through techniques such as the use of a contrast of light and dark colours that complement each other in order to be pleasing to the user’s eye and not overwhelming. The selection of colour tones including a mix of blues and reds ensures that colours are not overwhelmingly bright and incorporate both light and dark elements of a gradient of colour. Repetition of these colours is used throughout the design of the webpage to create a balance contrasting both light and dark colours.

Elements of design theory are incorporated in the design of the webpage as well. The alignment is symmetrical giving the pages a balanced feel. The proximity aspect of the webpage is implemented in my design as it is organized in a way where information is comfortably spaced but is still close enough to allow for easy transition. Information does not overlap in a way where images are covered or writing overlaps.