**IASC 1P02 FINAL ASSIGNMENT**

Student Marketplace is a buy and sell website for all Canadian University and College students trying to get rid of any pesky items that they don’t need anymore. The reason for creating this website is because every student either going into, already in or leaving undergrad either want items for cheaper than MSRP at the beginning of the school year or they need to get rid of unwanted items to free up space for new things. Students often try to sell items that they collect throughout the school year and try to sell them through Instagram, Snapchat or Amazon but only people who follow the account will be able to see what items the seller is selling. This will be a hub to make it easier for students to locate the items that they want instead of surfing other sites like Amazon, Facebook Marketplace, or Craigslist.

Color theory is a very important aspect when creating a website because how appealing your website looks is what can draw users to it. “Color theory is the collection of rules and guidelines which designers use to communicate with users through appealing color schemes in visual interfaces” (What is color theory?). The choice to go with a blue color scheme for this website wasn’t too difficult of a choice as one may think. Just like many others blue is my favorite color, and it brings a calming feeling when you look at it. “Blue is also associated with trust and reliability and inspires confidence among people that see it” (2021). With this site being used as a buy and sell site, it was important to make the users feel welcomed and safe when purchasing items from it.

Another important aspect of creating a website is the C.R.A.P design principle. C.R.A.P stands for **C**ontrast, **R**epetition, **A**lignment, and **P**roximity. This design principle is vital when creating a website because without using all four principles together it will be nearly impossible to build an effective website compared to when using all four of the principles in unison, which will in turn lead to brilliant designs that the users will enjoy interacting with. Going in order, the color pallet used for this website is different hues of blue to help created a more inviting and calming website to interact with. Repetition is important to maintain consistency in a design to help users get familiar with how the information is displayed. For this section all pages on the site use the same layout with a header, body (where the bulk of the information is), and the footer. Next is alignment and this aspect is what “advocates organizing information to create order” (Deshdeep, 2021). This principle is seen on the home page where you will see two sets of containers that are aligned in a 1x5 and a 2x3 formation. Lastly is proximity and this principle “states that elements that are associated with each other should be placed closely (grouped together), and vice-versa” (Deshdeep, 2021). This principle can be seen throughout the website, for example on the home body page all related information is in the body and is separated in their own container groups to make it easier on the user to distinguish each section and their purpose.

**WORKE CITED**

*Blue websites with awesome color palettes you must see*. Amelia WordPress Booking Plugin. (2021, July 11). Retrieved December 8, 2021, from <https://wpamelia.com/blue-websites/>.

Deshdeep, N. (2021, December 3). *How to use C.R.A.P. design principles for better UX?: VWO*. Blog. Retrieved December 8, 2021, from <https://vwo.com/blog/crap-design-principles/>.

*What is color theory?* The Interaction Design Foundation. (n.d.). Retrieved December 8, 2021, from <https://www.interaction-design.org/literature/topics/color-theory>.