Interactive Arts and Sciences: Web Media Production
IASC-STAC 1P02 D02 FW 2017
Assignment Three - Bad Website Redesign

The website I have chosen to critique the design and redesign it based on design principles and colour theory is http://www.waterequipment.com.au/

Firstly, for my design, the title will be shifted to the top of the webpage and centered in the middle. Next, underneath the title, left aligned, will be the heading, and below the heading will be the text which introduces the business motive or plan. The navigation pane will be vertically on the left, including the download link which is reeling at the bottom of the webpage. Beside the navigation pane, on the right, in the main content section, will be a picture and below it will be the corresponding text, the subheading. Since there are four subheadings, two pictures and its subheading will be on the top, and the other two below it. Also, instead of having a separate tab for contact information, the information can be adjusted in the footer at the bottom of the page, since there are many tabs, this will eliminate the unnecessary need of an extra tab. As far as the colors are concerned, for the background, a light shade of blue can be used. The tabs on the left will be a dark, bolded, shade of orange. The 'introduction' heading, and the text will be a dark grey/black color, same for the subheading beneath the images.

Now, the reason the changes were made, the images on the page are incredibly large, taking up more than half the webpage, which needed to be resized to an appropriate size. The title, which was centered at the middle of the page was moved to the top of the page since it would be more appropriate to have it in the header section. The consistency of the headers in their colors and size was not seen, seems to have different colors for each piece of writing. There was also no appropriate color scheme that can be found throughout the web page. The navigation pane is also not attractive. There was a random download link lying at the bottom of the page which should have been included in the navigation pane. These are few things that were sorted and redesigned.

As far as the color theory is concerned, a primary color, shade of light blue, was used to fill in the background of the webpage. Orange, a secondary color, was used to highlight the navigation pane. Since these two colors are opposite on the color wheel, we can conclude that one of the webpage scheme that was used is complementary. The text, in majority of the webpage, was given a dark grey color, by this we can conclude that another scheme was also used, monochromatic.

For the design principles, based on CRAP rules, for contrast, three different colors were used and two different schemes. We can also see the difference in font and size between the text, for example, the contact information in the footer is smaller than the font in that of the main content. Next element, Repetition, can also be found in the shape of the images and their subheadings, repeated four times. It can also be found in the consistency of the font, for example, Arial font was used numerous times. Third element, alignment, looking at the wireframe design, can be seen. All the sections are aligned properly with each other, main example would be the picture/subheading are aligned to the other pictures/subheadings. Since most of majority of the main content on the page includes the picture with its subheading, we can also see the related items together, the picture and subheading. Also, the introduction heading, and the text below would be in close proximity, since they are related. All in all, these were some of the examples which demonstrated the CRAP guidelines.