

Interactive Arts and Sciences: Web Media Production
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Final Website

Firstly, for the design of the homepage, in the header is the logo of the organization, placed at the top of the page, below it will be the company name, both enlarged and centered. Below the header, in the main content section, one can find a brief description about the organization. The content section also includes a border to put an emphasize on the information. Followed by the main content area, the navigation tab occurs with three links to three different html pages, who's design follows a similar theme to the homepage. The reason to put the navigation late is many users may have to scroll back up to view another page, putting the navigation pane at the bottom may be convenient plus its also something "different" to the typical websites. In the footer, contact information can be found specifically company initial, address, and the phone number. As for the features, once opened the website a welcome pop-up appears. Also, flashing shades of grey occur on the header, typically used to grab users' attention. A digital clock is also included in the header, above the company logo. Finally, a moving title in the header is also seen.

To continue, the design of three other pages are very similar to the homepage, header is consisting of the logo and company name, while below it is the main content section. Following the main content section is the navigation pane, and to finish off is the footer, which similar to the homepage consists of company initial, address and the phone number. Similarly, the features, flashing header, digital clock, a welcome pop-up, and a moving title are also seen.

The colors that have been incorporated in the website are of monochromatic color scheme. The background color is a light shade of grey, while the logo is pure black. To highlight the main content section, a border around the context was added. A darker shade of grey, compared to the background color, is used to fill the border. For the text, black was used because of the fact that black makes a good match with a light grey background. The following colors were preferred, black and grey, since most of the technology-based websites that were seen during a quick web browse had a very similar colour scheme.

Now, on particularly why such design was chosen based on CRAP theory. For contrast, a same color, grey, was used in different shades. To draw users' attention towards a certain content, content needs to be kept significantly large. This is why most of the content is preferred at a larger size than shorter. Not a specific shape, but a border also surrounds the main content area which also grabs users' attention. Moving onto the repetition attribute in the CRAP theory, the entire website is based on repetition, the font is consistent throughout the website with only one font being used, verdana, the footer being an exception. Though repetition may be good, but to give a different taste the main content is italicized. The color is also consistent in the entire website, with pictures having similar colors too. The shapes and special effects are also seen to be consistent. Not much of alignment can be viewed, but one can say that the pictures are somewhat aligned to precision. The principle of proximity states that elements that are associated with each other should be placed closely, this can also be seen in the website as most of the elements are within a close proximity with each other. All in all, these few attributes can lead to a better user experience.

Citation

<https://www.corning.com/worldwide/en/industries/architecture-design.html>

Used for Content

[http://web-design.lovetoknow.com/Cool HTML Codes](http://web-design.lovetoknow.com/Cool_HTML_Codes)

Used for effects

<http://madebysofa.com/>

Used for design