The website that I have chosen to redesign is <http://www.suzannecollinsbooks.com/>. There are a few reasons that I choose this website for a redesign. The first one is that this page isn’t made for regular page size. When you load the page on 100% zoom there is lots of white space and it doesn’t look clean. You have to raise the zoom level to 175% or 200% to make the page look a lot cleaner. I don’t think that is a good choice as you shouldn’t have to increase zoom size to make a page look better. They should take into account all zoom sizes, especially the normal 100%. Another problem with the website is how you have to scroll down, having to hit the page down button 8 times to get through the home page. A homepage shouldn’t make you have to scroll down that far on the main page to find all your info. Lastly there was also a few websites on the page that you had to copy and paste into the URL bar as they weren’t linked properly. For the colour theory this site would fall under Monochromatic. This site is mainly white, barring the pictures and the little bit of peach colour. There isn’t much diversity in the page and it looks really boring to look at.

With reference to the C.R.A.P theory this page doesn’t do a good job. Starting with the contrast there is only 3 colours being used. A white background, black coloured text and a small top and right-side bar that are a peach colour. There isn’t much of anything going on here that is contrasting for this website. Next is repetition which there is some. While the site isn’t laid out well they keep stating one book and showing some reviews before going to the next. The stay with the same format throughout so it helps navigate it but the site still needs work. Third is the Alignment section and this is done poorly. As stated above this page doesn’t look good on most zooms so many things seem all over the place on this site and aren’t aligned in anyway which makes the site very unappealing. On a better zoom is does have the welcome on the left, main info in the middle and things like links and selected works on the right side. even with it looking better on one zoom size doesn’t fix the problem for other zooms. Lastly is Proximity which is done decently well. The one downside with the proximity is all the blank space again but when on 200% zoom you have the recommended books together, you have the links to where you can buy the books in one place, the reviews for all three hunger game books together and more. Out of the four proximities was done the best.

The layout that I am planning to make will have multiple changes to it. First and foremost, the webpage will be optimized for 100% zoom not 200% zoom so that the first impression of the site isn’t a bad one. Secondly the homepage will be shrunk down so that everyone fits on one page without having to scroll down for a long time to see everything. Being the homepage, you want everyone to see a clean webpage that looks organized and not messy. As stated above first impressions mean a lot for a page. Next, I will change the colour scheme from the current white background and little peach boarder to a sky-blue background and white text to get a feel of being outside and enjoying the air. The links to buy the books will be added to the bottom instead of on the right bar. Above that there will be three section that cover most of the page. First is the hunger games movie with accolades and reviews, the second in the middle will be a link to the hunger game book series and reviews on all 3 books and the one on the right will be the year of the jungle with the making of the book as well as some reviews it has gotten. This will clean up the page rather then having it all on the homepage making you scroll for a long time. at the top of the page we will keep the picture there as well as the welcome notice but arrange it in a better way. Lastly the selected works will be added to the top bar where home, work, biography and interview are to get rid of that side bar.