

Web Redesign Assignment #3

I have almost completely changed the layout from the original website to make it more organized, more readable, and I gave it a rather more sophisticated and calming look instead of the urgent, childish one it had before. I am redesigning <http://www.constellation7.org/Constellation-Seven/Josiah/Index.htm>, a Christian page spreading the word of the Lord in a rather aggressive form with all the graphics, animations, and various colours that do not go well together and take away from the content of the page.

My re-designed page would start off by getting rid of both the background of the main content and the background of the navigation system. I change the background colour to white (#FCFCFC) as other components on the page are going to follow a complimentary colour scheme of blues and oranges. I chose the complimentary colour scheme because of its high contrast and to keep the energetic feel of the page without so many animations and visuals which took most of the attention rather than the content on the page. I would change the font of the page from so many different fonts on one page to a simple sans-serif font like Telegrafico which allows for a large and bold look without so much happening in one place. I decided to get rid of all the borders such as the ones around the title, around subtitles, around links and even the one around the content of the entire webpage. The title will be a strong orange (#FF9200) that will allow for it to stand out without grabbing too much attention away from the rest of the page. The subtitle underneath would be a darker blue (#005FA8) to contrast the header of the page but working well together. Other titles and subtitles in the rest of the page for articles or prayers of sorts as well as the text in the navigation and in the footer would be a darker grey (#71767A) and the text related to the titles will be a less bold blue (#01F88D) than the one in the head.

The design of this page allows for it to be a serious and compelling page unlike the original webpage where the use of animations and bright colours made it look more childish and unflattering. There is contrast within the complimentary colour scheme as well as within the layout of where the pictures and text are related to one another. There is never really just pictures beside more pictures but I split them up with related text in between. I used repetition in the formatting of the articles section as mentioned before with the picture and then text layout it allows for not only just layers of the same one thing but repetition of a pattern that allows the users of the webpage to feel like they are still interacting on the same page with related context within the same parts of the webpage. Following that, the text beside the related pictures as well as the text on the left side of the webpage is all aligned to the left. This creates a hard vertical edge as discussed in lecture which is visually pleasing as well as has the user follow the page in a more organized way than how the page was previously organized. With the related pages content there's also a sense of proximity as related topics, or content are grouped together to make a more organized way of seeing these things on the page. The navigation is set at the top horizontally in its own section with a border around in order to create a grouped section that can lead you to another page and having the user easily understand that. As well as the footer at the bottom of the page which uses the same design that it is in a horizontal style containing things such as contact information and other links related to one another. The navigation and footer give us links and clickable content to lead us to other pages and with the style and their placement, it is easy to understand and navigate.