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Fundamentals of Web Design

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**QEP Written Assignment 1**

Forever21 vs. Victoria’s Secret: who designed better?

Web pages can be difficult to design since one needs to take in count several aspects such as color selection, alignment of text and other features that make a high-quality web page.

In this case, I would like to state a comparison between both websites and determine which has a better design and why. Now the question is: Which web page can be considered as better designed?

On the one hand, there is Forever21. When taking a look at its web page design one can notice that the web page consists of several bright colors. In my concern, this aspect can be distracting and even unprofessional because is taking the attention away from the clothing and makes one look everywhere without focusing on the main thing that is, in this case, the clothes.

Additionally, the pattern of organization in terms of the web page can be also disturbing because there are many offers presented on the main page and gives an impression of clutter because there is too much information on it.

On the other hand, Victoria’s Secret is a good example of a well-organized web page. When detailing the design, one can notice that it is composed of three colors which are black, pink and white. The page contains less text and more pictures, and the three colors mentioned before as pattern.

In addition, the selection of colors in this web page is important to emphasize because it keeps the design harmonious and beautiful.

To conclude, I believe that Victoria Secret provides a better design in general because it has a color pattern of three colors ( pink, white and black) when Forever21 has several colors and makes the web page design unharmonious. Also, the web page presented in Forever21 gives an impression of cluttering because it contains more text than actual pictures and it can be disturbing to the person trying to purchase a product.