

Link: <https://www.art.yale.edu/#happening-at-soa>

Item #1:

Description: Background

Font: N/A

Color: Navy Blue

Alignment: N/A

Media: Site background

Interactivity: N/A

Rational: The background of the given website was extremely dark, and negative to the eyes and made most text extremely difficult to read. The dark colours of the background match the colours of the text, making it nearly impossible to identify some letters given their colours. The background was changed in my makeup of the website as it is now a more pleasant and soothing colour, further relating to the topic of the overall website. Furthermore, it allows for letters to be seen clearer and easier for website visitors.

Item #2:

Description: Box alignment and colours

Font: N/A

Color: Blue

Alignment: Column

Media: N/A

Interactivity: Interacting with links

Rational: The original website hosts every piece of media to the left side of the screen, as well as making every box different shapes, sizes and colours. This is somewhat lacklustre for a first-time visitor. The many different colours do not host much of a theme for the overall website,

to add the left side of the website feels clustered as if everything was forced there. In my remodel, the boxes all hold a calmer colour, all matching, as well as a structure given to the overall website with a 'column' type of setup. The new site includes a left, middle, and right side column where both images and text can be found.

Item #3:

Description: Font and Color

Font: Times New Roman

Color: Matted White

Alignment: Central

Media: N/A

Interactivity: Legibility

Rational: The font primarily used in the initial website seemed to be Arial. To add some words were bolded when they did not seem to hold much value. The remodel of the website shows all text in a Times New Roman font which I find far more appropriate for a school like Yale to use. The font seems far cleaner and gives a softer, sophisticated look to it. The only words bolded are the title, which is the school name as it holds the greatest value. The words italicized are anything below an image, meant to describe what is seen above. Finally whatever words were all capitalized were links to other sites similar to the initial website design.

Item #4:

Description: Images

Font: N/A

Color: N/A

Alignment: Central

Media: Image depicting location

Interactivity: N/A

Rational: The initial site does not provide any sort of images on its home page. Given the purpose of the site (a school of arts) you'd assume a couple images may appear showing some of the work students may have completed. In my remodel I have added 3 images of what may be expected at Yale. I find this important as images can show off much more than words at times. This allows users to get an idea of what may be expected as Yale does offer an extremely well-known arts program.