* Additional design justifications

1. CRAP Design Techniques
   - Contrast
     - i. For all the text on my webpage I made sure that it contrasted with the background color. I made the headings large and choose the color to me white, so that they would catch the attention of the viewer. Since the menu is orange, the text contrasts there and in the body I placed the text against a transparent black background to increase visibility.
   - Repetition
     - i. I was consisted with the menu layout and color scheme throughout the webpage – it was at the top of each webpage. My goal by doing this was to be consistent with the navigational schema.
     - ii. I also maintained the same fonts (font family and size), colors, and styling (indenting and spacing) for each type of text (headings, paragraphs, links) in a webpage. I did this to give the website a professional and unified look.
   - Alignment
     - i. As I mentioned above, I aligned my headings and paragraphs together to create a unified look.
     - ii. The navigational bar was in the same page on all 5 pages, so the viewer would always know where to go to navigate the website.
   - Proximity
     - i. I grouped the text into paragraph blocks supplemented by images throughout all the webpages. This way, when a viewer lands on the page he can decide whether to look at the section based on the headings and images.
     - ii. I also grouped the webpage titles together in the menu to help viewers navigate the content more effectively.
2. F-pattern
   - Since my website is a HTML/CSS webpage, the F-pattern theory applies to my website. This means that viewers are more likely to read information in that pattern. That is why I structured my website to follow this principle. I created a menu at the top (I validated this position in my user testing), and then had blocks with information under it.
   - I also considered not writing so much text in each section of my website because research shows (also mentioned in DMMT book) that people tend to not read all of the information on a webpage. However, since my target audience is specialized to the local Ithaca residents who want to attend Apple Festival, they want a lot of information from the website (direction, performance schedule, maps, etc). These two motives clash with each other, so I had to come up with a solution to accommodate both motives. I decided to keep short headings in bold letters, while also providing bulleted lists with additional information for those who are interested. I also included links to obtain more information.
3. Hero Image

- I added a hero image to the background for all webpages, and then had a black transparent box with content over it. This contrast was visually attractive to my target audience and was able to serve its purpose (to attract my target audience to attend Apple Festival and obtain all the information they need on the webpage).
4. Things that are above and beyond:
    - I added links to all the actual image files in my photo gallery, while using only thumbnails for the images displayed regularly. This way the loading time for the webpage was must faster. I also created a hover over effect coupled with the black transparent background, that made view the photos a pleasant user experience
    - I added the ability for a user to open the map image in a new page as a pdf file, so that it would be easier to print
    - I added a google maps link so that the user can look at a dynamically changing map and also ask for directions to the Commons (where Apple Festival is held)
    - I tried to create a bright and simple design that increase navigation and user experience – I did this by placing a transparent black box over a bright hero image. On top of this black box, I placed all the content on each webpage (text, links, images) to increase contrast. In the end, I received good feedback for employing this technique during user testing.