Final Website – Design Explanation

The structure and design of my website are based mainly on the C.R.A.P. theories of design. The first focus of this theory is contrast. Contrast will be a main focus in my website because I want to make a Christmas themed website, so I want to include some of the main Christmas colours, such as, red, green and white. This has benefits because red and green are complimentary colours meaning they will give my website an energetic feel, which is exactly what I want around the holidays. I also think that the contrast between the red and green draws the eye. I think this is important because my website will definitely be oriented towards a younger audience (fun facts and pictures of Santa, reindeer, Christmas trees and a Christmas countdown) so it is important to have the bright colours to help keep their attention. However, the brightness can also be complicated because too much contrast can make aspects too hard to look at/read. I will deal with this by not putting bright red against dark green. My plan is to have green text but to keep a light red background (close to pink) to slightly reduce the contrast. I only want to use bright red against the dark green for things like headers, but even in these situations they will be separated by white, so that I can keep the contrast, but all the text is still legible.

The next focus of my website is repetition. Although this is hard to show the wireframe, I want to have a dark red text border against the light red background throughout all of my website. I also want to be consistent in my use of green and dark green for a majority of the text. I think this repetition with create unison between all of my webpages, meaning that no matter what page the viewer is on, they will know that it is part of the same website.

The next focus of my website is alignment. As I mentioned earlier, I want to include a text border throughout my website which I think will be a main aspect of the alignment of my page, because I want the text to line up with the border (with the exception of the centered header). This will give my text a consistent placement throughout my webpages. One exception to this will be the countdown to Christmas on my 2nd webpage. This is because it is the main element of the page, so I want to make it larger and centered, so that it is the main thing that the viewer focuses on.

The final focus of my website design is proximity. The first example of this is the pictures on the main page. I want to talk about different elements of Christmas, so I want to keep relevant pictures close to each part of the text. For example, I would put a picture of a Christmas tree above a paragraph about Christmas trees. The next example where proximity is important is where I put my navigation. Since I hope that everyone will go through each of my webpages, I plan to put my navigation at the end of each page. That way it is separate from the other elements of each webpage and easily accessible when you are ready to move on to the next webpage. The one exception of this is the link to the Christmas countdown link. I wanted to make it accessible throughout all of my main page because it is one of the main elements of my website.

In conclusion, I will focus on keeping an appealing contrast, aligned text, grouped related items and appropriate placement of the different elements when making my website. I hope that this will help to draw and keep the attention of those visiting my website.

Word Count: 640