Bad website redesign

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1. Balenciaga
2. I would like to make the categories/section a lot smaller. It doesn’t have to take up the whole page. I also would like to add some colour to the page to really make it pop. I would also add pictures of the product or people wearing the products that Balenciaga has to offer. I like the simplistic feel of the website. I just don’t like how there is no colour and its just to plain. I want to make sure the website is something thats nice to look at.
3. I made the colour and categories lay out changes because they were just pointless. First of all the there was no colour so I went with a very neutral colour pallet. I get that Balenciaga is trying to go with a very minimalistic look so that is why I went with very neutral tones. I also changed the fact that menu section or the nav was taking up the whole page, so instead I made the nav a lot smaller and put in a picture for women Balenciaga products and a picture of mens Balenciaga products for the mens section.
4. For the colour theory I wanted to make sure the colours weren’t too bright and outstanding but at the same time brought some sort of character to the website but still kept the simplicity of the website. This is why I went with dark greys and light greys and because these colours also compliment each other well.
5. I made the changes to the website because the original website layout wasn’t ethical and useful to the people who would visit the website. I made sure that everything that was needed on the home page of the website was there and that the products that the website is trying to sell is also being promoted at the same time.