Bad Website Redesign Project

IASC 1P02

Website: <http://art.yale.edu/>

The website I chose for this project was the Yale School of Art website. This website contains many problems with design. To be specific, the website overall is very disorganized. The background is very distracting from the content of the page. There is no clear logo shown on the website. Few of the CRAP design principles can be seen such as repetition in font. There is no alignment with the images of the content. The images are disorganized therefore it looks cluttered. Overall this is bad website in design therefore, I reorganized it using the elements learned in class.

First, I picked a monochromatic color scheme. I changed the background to a black and grey abstract background with similar shades to follow the monochromatic color scheme. The reason for choosing an abstract background as it related to art. In the header, the logo and the name of the website is shown. The title is in black except for the word art which correlates to the colors of the logo. All text is in black to maintain the color scheme. The navigation is to the left and the content is on the right side of the website. Footer is at the bottom. All the information about the font, font size is shown in the sample design.

I referenced the CRAP design principle to reorganize the website. For example, contrast was created by using white blocks for the header, navigation, content and footer against black text. Repetition can be seen in the use of font, color, shapes and use of white blocks. I used the same font and same colors to keep unity within the website. Also, the use of rectangular white blocks for text input provides unity as well. I aligned everything to each other, so it is pleasing to the eye. The space between each block is the same and kept parallel to one another. To showcase proximity, the white blocks are used. These white blocks are grouped by color to be one cohesive group. In conclusion, the application of the website design principles helped make the website better.