Final Website: HE**ART**

For my website, I wanted to do a minimalist design. The name of the website is ‘HE**ART**’, and the purpose of the website is to promote artists work. The target is on abstract artworks. The website will include a navigation bar with the contents, ‘About’, ‘Art works’, and ‘Exhibitions’. Using the color and CRAP theory learned in class, I made the website very organized and simple as possible. In the home page, all the website components can be seen. The header includes the name of the website, the navigation is found right under the header. The main content is in the middle of the page. As for the footer, it includes the contact information and social media icons. However, I included a footer only on the home page. On rest of the web pages, I didn’t include the footer as I thought it was not necessary.

For the color scheme, I used a monochromatic theme with the colors, black, white and grey. For the background of the website, I used black. For every font, I used the same color, white. Using white text over the black background gave good contrast to the content. As for any blocks of shapes used for the navigation, or for displaying the art work information, the color grey was used. The CRAP design theory can also be seen throughout the website. As mentioned before, contrast is shown through the white text and the black background. Another element that shows contrast include the title of the website. In the word ‘HEART’, I bolded the word ‘art’ to show the purpose of the website.

Repetition can be seen in the use of text font and color. For the font, I used Century Gothic for all the content including header and footer. Alignment principle can be seen in every page of the website as well. In the home page, the pictures are aligned with each other and everything is centered to the page. In the ‘About’ homepage, the texts are all aligned to each other and in the ‘Art works’ page, the images are all aligned to each other. In the last page, ‘Exhibitions’, the texts are all centered. As for the proximity principle, where it states that elements on a page should be grouped to create unity, can be seen in the images that are placed together or the text that are placed together. Instead of mixing images and text all together, I kept them separate on the page within their groups. For example, in the ‘Art works’ page, all the images are aligned on the left side while the text is on the right side.

The minimalist approach allowed to keep every element organized without clutter. I also added extra features such as hover effects over images, and navigation to create an innovative look to the website. The color theme helps to see the content clearly and creates unity as well. Overall, I used all the theories learned in class to make this website neat and organized.