

Content Design Strategy

The goal of this website is to provide information to the user about fibre arts such as knitting and crochet, and the important aspects related to them such as the yarn and tools used. The website aims to be clear and easy to understand to a user who has no previous knowledge of knitting or crochet. The website discusses the basics of the crafts and all the need-to-know information that a user just starting out in the crafts would benefit from knowing.

The hobbies of knitting and crochet have experienced a resurgence in the 21st century, and the website is therefore aimed at any young people who may take interest in these fibre arts. With this in mind, the website was designed according to current trends in colour combinations and design in an attempt to appeal to young people.

Additionally, fibre arts such as crochet and knitting are traditionally female dominated crafts, and the colour palette of the website was chosen in an attempt to represent this while updating it. Therefore, pale pink was chosen as the most prominent colour, with green as a currently trendy accent which complimented the pink. White was chosen for text elements for readability and to keep in theme with the colour palette chosen. This is demonstrated by the colour palette below.



(Source: <https://marketingaccesspass.com/wp-content/uploads/2020/01/Complimentary-Colors-to-Pink.jpg>)

A content design outline was also developed prior to the development of the website, to ensure a consistent theme throughout the webpages that aligned with the colour and design elements chosen.

