IASC1P02 Proposed New Design

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The website that I will be critiquing is the Yale School of Art’s website (<http://art.yale.edu/Home)>. You would assume that an Ivy League school would have a website that resembles its reputation of elegance and superiority. Unfortunately, the designers decided to embrace a “C.R.A.P” webpage design, neglecting the acronym of “C.R.A.P”, instead fully embracing the meaning of the word, resulting in nonsense. The webpage is riddled with repetitive pictures that add so much contrast to the website, you simply get lost because there is a lot going on. Along with poor alignment, multiple pictures and text boxes overlap one another creating a disarray use of information. Lastly the proximity of items and elements containing important information and dates are spread throughout the entire webpage. Thus, leaving the user scouring through pointless pictures in order to find what they need.

My layout would be a simplistic design, where key dates and recent news can be easily viewed and interpreted with ease on the webpage. Next, I would redesign the header, since the existing one is extremely small and its font colour is very similar to the background image on the webpage, making it extremely difficult to read. By supplementing different colours to this header, it will create a vibrant look between the background and title. In addition, I would group and align each element that is in relation to one another instead of the arbitrarily placed items which can be currently seen throughout the webpage. Lastly, I would group the showcased artwork the Yale students created and place it where it could get more recognition. In sum, an overhaul of the website excluding the navigation bar would need to be done taking this subpar webpage to an extraordinary one.