**Rationale for Website – Assignment 4**

The website that I have created is called The Candy Club. As the name suggests, it is targeted towards people of all ages who loves candy. The website follows the typical layout of a traditional web design: a header, a navigation bar, a body that holds content and a footer. By including all of these aspects, it helps website browsers to easily navigate around the website and not get overwhelmed. There is a total of 3 pages that the person can go to: Home page, TOP 6 candy recommendations and a ‘contact us’ page. I came up with this layout because it is easy to navigate, neatly organized, and easily readable for users of all ages. I made sure to follow the Colour Theory and the C.R.A.P theory to create a good website. Colour theory is a guideline of colour mixing and the effects of certain colours displayed. I knew I wanted to have a light bubble-gum pink theme because when people often think about candy, it is often associated with light pastel colours. Therefore, I chose a light pink for the background, blueish-teal for the headings and title and lime green for borders or items that needed to stand out. I found that these colours contrasted very well with one another. Another thing to note, I made sure that majority of the font colour was black, just to make it easier to read. In web design, the C.R.A.P theory is also important for a good website. These four principles are contrast, repetition, alignment and proximity. The first principle is Contrast, which is important as it is how your content appears on a screen and avoid having everything looking the same. Titles, body of text and bold text were used to help organize information, making it significant and memorable, which can provide a focus or instruction for the readers. This can be seen in the different sizes of font to emphasize the heading of the content, the actual content, and the important details, as well as a different font colour to highlight the importance of a word/concept (Lime Green). The second principle was repetition. Throughout the pages, repetition can be seen through the same font used throughout the website, same layout (header, navigation, content and footer) and consistent colour scheme. The third principle, alignment was also applied. Alignment is very important in web design, as it creates a refined, clean and clear look. I made sure that the content and images were aligned nicely to one another. This can be seen especially in the “TOP 6” recommendations page, where the top 6 candies, including the images of the different candies and their descriptions, were aligned nicely in two rows of 3. Lastly, Proximity was also dealt with in my creation. Proximity helps with organizing information and reducing irrelevant elements. I made sure that each page has relevant content to the page name, and a brief statement about what the page consists of, which allows the elements to be viewed as a visual unit than separately.