The website I am re designing is http://www.guitartabs.net. The reason this website is badly designed is its failure to follow the rules of design, and colour theory. The website uses a dark cyan, light yellow, and light purple as its main colours and also uses red as an accent colour. This is a design flaw because this fails to follow any colour palette to be visually appealing. This mixture of colours is random and strays away from any concept of complementary colors. It almost manages a triadic colour palette of cyan purple and yellow, but then by adding the red as a forth colour the balance is thrown off. My design idea uses the default monochromatic theme of wireframe, with red as the bold eye-catching accent colour. This is a more professional looking layout with only 1 strong colour used as accent, while the gray tones give a calm neutral tone for the rest of the site. I also made areas on the sides for advertisements that do not distract from the content of the page.

The contrast of this website is far too simplistic. The principle of contrast states that if two items are not exactly the same, then make them different. This website fails this idea because by having a solid background full of bullet points of the same format, no items are contrasted, and they all look the same. This leaves the page feeling un organized and cluttered. The purple side bar does contrast the saturated background colour, but some of the things linked on the side bar are exactly the same as what is linked on the top header. The lack of contrast and structure makes the page very boring. My design idea creates boxes for the text to contrast against the background, giving structure and organization to the different paragraphs of text. The rounded square boxes in the red menu would be for the forum/blog, a news page, an about page, a page to submit new links, and one for other features. This keeps the side bar from becoming over crowded, and by putting it at the top instead of on the side it makes the design more symmetrical.

Repetition should be used to unify design, by creating consistency with a repeated design aspect. This website does not feel unified, the main area of the page does not carry any elements that the top header and side bar provide. The rainbow icon is used a few times to create headers to topics but is not carried through the whole page enough to unify it. The top 100-tab sites and top 100 guitar sites icons look strange next to the plan text links that make up the rest of the links on this area of the page. Instead the rainbow graphic feels awkward and out of place. the more tab sites header is done in a different colour, and style then any other text on the website. The red bullet points and yellow text in the main section of the page looks nothing like the side bar which uses smaller bullet points, times new roman font, and black text. Even the text above and below the header "more tab sites" is slightly different. The top links are a different shade of yellow, are size 8 font, and Microsoft sans serif font style. The bottom links are size 10 font and are Arial font style. These slight differences are not enough to call them contrast, because they do not look different on purpose. Instead it just feels like a clash of different design ideas. My design keeps all the important links and information in 3 repeated large rectangles, with identical headers and evenly spaced links for each appropriate type of link. The rounded square bubbles for the other pages of the site are also repeated to show that all these links will be on this same web page, but the links are to other websites.

Alignment is one of the worst parts of this website. The width of the site feels like it was made for a webpage half as wide, and there is a lot of wasted space thanks to the length of the side bar. The header is made of multiple different sized boxes and an ad. The 3 circular button style links are centred middle left and then leave empty space to the right for no reason. The purple side bar is not aligned to anything; and instead floats awkwardly a few pixels away from any borders. The red bullet points do not even follow alignment properly. After the more tab sites header, this new section of bullet points is now

shifted to the right. The text in the side bar is also sometimes center aligned, and sometimes left aligned. This is inconsistent and also ruins the strong boarders that the left aligned text created. My design fixes this by adding more solid and touching elements. I evenly spaced all my page links, my content. The web page looks like it is the right size for the browser and fits together.

Proximity on this page is almost non-existent. Different elements are placed multiple times on the page, like the metronome, but with no reason given. A link for piano tricks, and video game jam, is included with the rest of the guitar tabs, under a header that makes you think all the links will be tabs. This chaotic organization is due to the lack of organization the website presents. My design uses boxes to help fix this proximity issue. The main content would be sorted into the 3 categories, and appropriately labeled to ease usage of the site.