**Assignment 3 – Bad Website Redesign**

<http://www.suzannecollinsbooks.com/index.htm>

<https://wireframe.cc/o0MSz0>

I will be redesigning Suzanne Collins’ website, who is the author of *The Hunger Games Trilogy*. The existing home page has many issues that do not align well with C.R.A.P. Theory and colour theory. There is a lot of dead white space on the page and the images of her works are not properly aligned. While the softer orange colour is pleasing to the eye, orange is not a great colour to pick. Since Collins’ works book titles have similar design elements, I would incorporate those into the website. I would choose a white background with a dark green header. The title can have the same font as the titles on her book covers. The text in the body will be black and in the font Century Gothic or the same font as the header title. To the left of the screen, I have included a menu bar which will include a picture of Collins. The menu bar will have a dark purple background with white text and Century Gothic font. Below the picture, a drop-down menu will include links to the various pages on her website such as her biography, other works, and press articles about her and her works. On the bottom of the menu bar could include a space where fans can contact Collins via email or to contact her Public Relations team for press opportunities. Keeping in tone with press, on the right side of the screen is another bar which can include recent news articles mentioning her works and where to buy her books such as Amazon, Walmart, Indigo, Barnes and Noble, etc. Clicking on the images of the stores can take you to the links to her storefronts on the store websites. The colour of this bar can be dark red.

In the middle of the screen will be the main body where Collins’ most popular books can be shown, including a short summary. All of her books will be listed on another page, but this main section will list what she is most known for such as *The Hunger Games.* The summary text will be in the font Century Gothic in size 14 px alongside the images of the book. To add an extra element to the page, clicking on the images of the books will make them larger for easy viewing. By using similar fonts, it creates a sense of repetition and a clean look to the website than if we were to just use random fonts we liked. Relating the fonts to the book covers makes it known to the reader that it is intentional and creates a seamless experience. Everything on the page will be left-aligned except the header, which is center aligned. Placing similar structural elements in close proximity such as contact information with the image of the author and news information with where to buy results in a better user experience. The website is not as busy, and the viewers’ eye follows the website content properly.

The colour palette of this website will include the colours on the following page. I chose a darker theme for the website because it connects really well to the book covers of Collins’ works and to the mood she creates in her works. The new colours integrate seamlessly together in the design to create an atmosphere similar to the one the reader might experience while reading the books. The header will also include a few social media icons where viewers can interact with the author and learn more about her upcoming works. These will be located on the far-right hand side of the header. I thought it would be really interesting to include a popular quote by Collins from one of her books below the header title to add another element of personalization. One popular quote is “I volunteer as tribute!” said by the character Katniss in the *Hunger Games* book.

**A screenshot of a cell phone

Description automatically generated**

**Item #1**

Description: Header

Font: Century Gothic 30px / same font as book titles

Color: white text on dark green background

Alignment: Center

Media: social icons

Interactivity: N/A

**Item #2**

Description: Links/Navigation/Contact

Font: Century Gothic 20 px

Color: white text on dark purple background

Alignment: Left

Media: 1 circle image

Interactivity: drop down menu of links

**Item #3**

Description: Body

Font: Century Gothic 14 px

Color: Black text on white background

Alignment: Left

Media: images of featured/most popular books

Interactivity: click on images to make them bigger

**Item #4**

Description: News/Where to Buy

Font: Century Gothic 14 px

Color: white text on dark red background

Alignment: left

Media: store icons

Interactivity: links of where to buy books