**Assignment 4 Wireframe Rationale**

I chose this design for my website because it is fairly minimalistic which makes it easy on the eyes, but the elements still come together to make it aesthetically pleasing and interesting. Firstly, I aimed for an analogous colour scheme across the website, and a monochromatic colour scheme for each individual webpage. The reason for this was so that the website in its entirety would have a certain flow to it, especially as the colours for each page start of light and gradually get darker. While I wanted the website to be cohesive, I wanted each individual page to have a certain uniqueness to it, which I partially executed through the chosen colours. The point of the monochromatic colour scheme was to create a sort of contrast on each page without vastly expanding the overall colour scheme or having the same colours repeated.

Each page has its own background colour and then uses different shades of that colour as accents on the page. This helps elements to stand out rather than having the pages look super uniformed and boring. In terms of repetition, each page is similar in terms of layout whereby the default is a full-page heading with a side navigation. The side navigation is fixed on the right side for each page so that it can be seen no matter where on the page you scroll Additionally, all the subpages have a section that goes into a brief summary of what the page is about before going into the section that has the main content of the page. Lastly, they all have the same footer of the page title broken up according to its syllables. All of these repetitious elements make for a steady flow of the website.

As mentioned above, all the pages have a very similar layout, which means that all the pages are aligned in a similar way. All the different elements on the pages are center aligned so that the website is easy to read. The only exception, also mentioned above, is the navigation bar. This element has a fixed alignment on the right-hand side of all the pages. The reason for the right alignment is to take up a small space that is easily accessible, especially since the rest of the content is in the center of the page. As the navigation bar is fixed, the right alignment makes it so that it doesn’t go over any of the other content on the page when scrolling. I also think that the right alignment simply makes for convenient navigation as the scrollbar is also on the right-hand side.

In terms of proximity, I created different sections for each page so that each section groups like items together. For instance, as mentioned previously, each page has its little introduction to the page followed by what I consider the main page contents. The books page has the book titles grouped together, the music page has the Spotify playlists grouped, and the cinema page has the movie titles grouped together in the form of a slideshow. This helps the reader clearly see that these items are connected to each other.