**Interactive Arts and Sciences: Web Media Production  
IASC-STAC 1P02 D02 FW 2018  
Assignment 3 - Bad Website Redesign**

**WEBSITE: beeniagara.yolasite.com**

**Brock University**

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**November 9, 2018**

**PLEASE NOTE:** When I try to open the website, <http://www.beenigara.com/> or it’s published related addresses: or <https://beeniagara.yosalite.com> or <https://beeniagara.us7.list-manage.com/track/click?u=1f64fd881cb335b57ae435dbc&id=3e56d136fb&e=97ee2bf01f>

at Brock University, I received error from Brock’s network that there is a phishing attack with this site. So, JUST IN CASE you run into the same issue, I have attached their newsletter (which is the same setup as their website) at the end of this CRAP report. You will see that the home page just continues as though every item has been placed on the home page.

The purpose of Bee Niagara is to gather local businesses together in one website for networking purposes. Sponsors of the website pay for ads on the site in four payment categories: bronze, silver, gold and platinum. This site and its newsletter are good examples of a bad website.

**CONTRAST:** 

This site uses bold red and bold blue for multiple major elements such as the background, wrapper and the banner. Also, a lot of the wording is in a bold blue and/or underlined which is typically reserved for links or websites. This confuses the end user to think that there is a link available when you see this color of text. Instead less of these two electric colours would give a cleaner look and would be less straining on the eye. I do not need to perform a grayscale test of the above text to know that this is illegible.

Many of the words are either highlighted or underlined to stand out, but there are too many items that are highlighted, and this makes it confusing to know what is important. This formatting is a strain to the eyes as well: (such as words in all caps, no variation in font size, underlined, highlighted, too many bold words).

By using touches of contrasting or complimentary colors, such as a “honey” colour for the logo and its contrasting indigo for major text headings would be subtler. Use of headings (H1, H2, H3) are needed.

**REPITITION:** 

Repetition occurs on this webpage, but it is too cluttered. All sponsor ads are repeated vertically on the left-hand menu making for a very long home page. The webpage promised their sponsors that “their ad is never buried”, but this clutter prevents ads from standing out. Instead, ads should be grouped by category in rows four ads across. Also a webpage for a rotating feature ad would be beneficial to highlight a sponsor’s business.

Grouping of ads would allow for more cohesion.

Also, the navigation bar at the top has a dangling item on a separate line. The repetition should be all on one line for a clean look.

**ALIGNMENT:**

All sponsor ads appear in the left menu, resulting in a very, very, long page. All items in the body are center justified and are placed there arbitrarily so there is no visual connection with other topics in the body of the page.

Instead, the sponsors should be grouped into categories (bronze, silver, gold and platinum sponsors) then group ads appearing four across and repeating for each of the four categories. Grouping of ads would allow for more cohesion.

All of the text is center justified which makes every single line of text look like a heading. Instead, the alignment should be left justified for a “hard vertical edge” to follow and in similar text sizes and fonts.

**PROXIMITY:**

With proximity, items should be placed close together and grouped together, however, these items are too close. All items, news, addresses, events, sponsors are all placed on the page with no logic and separation of categories. All of these elements need not be on the same page. Use of menus to go to another page should be used instead of cramming it all onto the same webpage. All the ads in the left menu together appear as one unit as they are so close to each other with no clear separation. There is no categorization of what type of business each ad is representing, this lack of grouping does not show which businesses are related to each other, so the eye doesn’t know where to look when searching for a type of business.

In summary, I would make the following changes. The top navigation bar would be contained within one line. The business logo would be redesigned to be toned down in design and colour. The entire site, background, wrapper, body, ad section and text would utilize a more pleasing complementary colour scheme perhaps one that is in keeping with the “bee” theme. The left navigation bar would feature Home, Events, Sponsorship Packages and Contact Us which will all navigate to new webpages instead of cramming all content on the Home page. The **alignment** of the body would be left justified with a clear hard vertical edge to facilitate reading flow. As well, headings (H1, H2 and H3) will be used to give **contrast**. Only one story or current event would be featured in the body as we will need to keep information to a minimum as not to compete with the sponsorship ads. The ads will be placed in **repetitious** columns and rows. Each row would represent one of the four sponsorship categories. The body and ad section will be scrollable, while the top navigation and left menu bars are stationary. This adds **proximity** by keeping related items grouped together.







