**Interactive Arts and Sciences: Web Media Production  
IASC-STAC 1P02 D02 FW 2018  
Assignment 4 – Final Website**

**WEBSITE: saferbeauty.html (saferbeauty.ca)**

**Brock University**

**Maria Pillitteri #9381880**

**November 30, 2018**

The purpose of Safer Beauty website is to provide safer products, recipes and tips for three categories: household cleaning products; beauty and makeup; and lawn and garden.

**CONTRAST:**

This site uses a calming complementary colour scheme that is clean and crisp such as citrus, sky blue, green grass and crisp linen. The wrapper and background colours are off white tones to allow the beauty of the pictures to shine through. A grayscale test shows that text on the screen is legible. Header (H1) will be limited to special text for promotion or sales. H2 and H3 headers will be used more often.

**REPITITION:**

Repetition occurs through the navigation bar remaining on the pages in the same spot and the three main categories displayed below the main body on the home page. The top navigation bar is all on one line for a clean look. It will remain in place for all four pages, as will the banner, logo and accreditations. The three main categories will be displayed below the main content of the home page. In marketing, things grouped in 3’s, 5’s or 7’s is pleasing to the eye and is cohesive.

**ALIGNMENT:**

The navigation bar is on one line with equal spacing between each of the words. The body of the page is left aligned with a “hard vertical edge” for visual connection with other content as you scroll down. The body will typically be a short topic followed by the three cohesive subtopics: one left aligned, another in the center and the third one to the right, spaced equally apart.

Sub-topic pages will have the same logo banner and navigation bar but will only have the main body (left aligned) but no further sub-categories.

**PROXIMITY:**

Items should be placed close together and grouped together for proximity. The banner, logo and navigation bar and the three categories: Household Products, Beauty & Makeup and Lawn & Garden, all offer proximity. Each of the three categories have their own sub-webpage.

**SUMMARY:**

In summary, the top banner, logo and navigation bar is the same for all four pages for continuity. The top navigation bar is contained within one line containing: Home, Household Products, Beauty & Makeup, Lawn & Garden and Contact Us. The second, third and fourth menu options will all navigate to new webpages. The entire site, background, wrapper, logo, body, and text utilize a pleasing complementary colour scheme one that is reminiscent of green grass, blue skies, fresh citrus and crisp linens. The **alignment** of the body is left justified with a clear hard vertical edge to facilitate reading flow. As well, headings and colour of background and text is used to give **contrast**. R**epetition** occurs with the navigation bar items and the three category blocks on the home page and with continuity (logo banner and nav bar) between the home page and subpages. The body section is scrollable, while the banner logo and top navigation menu bar are stationary. This adds **proximity** by keeping related items grouped together.