Natalie Tucker

Ms. Dhillon

December 6, 2018

Confession of A Shopaholic Webpage Design

As I stated before in my last essay, the topic I decided to make a webpage on shopping. The logic following this derives from the fact that there are many sentiments and several areas of subjects that I knew I could use to help me with producing an informational website. With shopping being my specialty and something, I pretty much am addicted to, I understood that I could make a website that represented me and the excitement that I go through whenever I acquire something. The process of making my webpage started off well due to the fact that I had a lot of practice from making my own version of the “Pacific Trails Resort” webpage. This certainly assisted to set me up for making sure I knew all of the key components that go into creating web pages. Once I was able to get an understanding for all the things that needed to be required in my webpage, I got started on creating the pages that I wanted to include and all the information that I wanted on each page.

I completely revamped the setup on all the pages I had created previously and did different themes to complete this look. The first thing I changed happened to be the color pallet that I used for the website. The reason I decided to change the color pallet stemmed from the fact that I wanted to use a light and airy color scheme due to the topic of the website. Using this scheme seemed more girly and also created a sense of feeling for the shopaholic theme. Stated before, my first webpage to be made was my index.html, which is essentially the home page. On the home page of my website, it goes into the details of what a shopaholic is. I decided to go this route with making this my home page because I wanted to give information to the visitor of the web page and give them the option on whether they wanted to explore the rest of the web pages if they felt inclined to learn more. The next web pages I created to aid in this process were pages that I knew would go hand in hand with shopping. I chose to make a rewards webpage as a way for the visitor to understand the satisfaction or gratitude they could gain by shopping. This helps to relate to the visitor and appeal to them even more because it shows the accomplishments that can be received from shopping. I wanted for my web pages to relate to everyone, so instead of focusing on what shopping can do for themselves, I wanted to make sure they knew of the benefits that can come from shopping for others. The next webpages I created then talk about the negative factors that can be associated with shopping. Although, there are more effects out there that accompany shopping I chose two options that would more than likely occur more frequently than the rest.

After explaining the reasoning behind my webpages and the first abundant changes I made to the web pages, I want to talk about the other changes that were made. The next change to come about was the order and set up of the navigation bar. Instead of having a bar that wrapped along the border of the webpage I wanted to go into a more traditional route. I tried to make a subtle change here or there in the navigation bar to closely relate to my theme and I think I accomplished that. I made the background color of the navigation bar a nice pink color that matched the background color of the webpage. I then made the text of the web pages white, so they could stand out amongst the white. After that, I had to think of a way that the navigator would be able to tell they were hovering over a webpage link, so I included a .css code to make a color that represented to the navigator which link they were hovering over. After that, the last thing added to the navigation page was the visited link color code. This was deemed necessary because navigators on the site should be able to know which pages they have visited.

The next change or addition that I put on the webpage was a video clip that came from the movie that showcases the craziness of shopping and the remorse that can be brought on as well. I think it fits perfectly with the theme of the website and it shows the inspiration that was derived. I also added a table giving an overview of each of the web pages and the emotions that accompany shopping. I think adding this information helped to create and webpage that included valuable information for the viewer as well as aesthetically pleasing viewing content for a navigator on the site to see. As I said before, there were quite a few obstacles that arose when trying to make this web page, but I feel as though that helped me to truly understand the hard work and dedication that goes into creating such work. Making a title that sounded interesting enough for visitors to want to actually learn about was hard for me to do. I say this because making sure the content you create is entertaining for the visitor makes sure that more people will want to look at the work you have created. I tried to make a play on words for my webpage and also the title of my webpage relates to a movie I have watched in the past. So, having a key phrase that people have heard before makes them more inclined to want to visit and read the information that I have put on my web pages. This proved to be easy to overcome because I think the name sounds catchy enough and it is able to gain the attention of those who may potentially see it.

Another situation that I encountered, was a difficulty with while designing this webpage was figuring out a way to incorporate colors that represented my webpage but weren’t overly excluding to any gender. I wanted my webpage to be inclusive to anyone and make sure that each visitor who would look at my webpage wouldn’t have the feeling that they didn’t belong or feel comfortable there. Having the right colors associated with your webpage is definitely a challenge because not only are there worries that the colors being used are indicative of everyone, there is also a chance that the color scheme I had chosen just wouldn’t mesh well with the information and the topic I have on my webpage. So, with that being said I definitely spent a lot of time trying to make sure that everything meshed well for the color choices I had picked out. The most problematic thing I struggled with had to be Images. I say this because trying to incorporate them into my webpage and figuring out certain ways to make sure the layout of my webpage wasn’t informed was quite a task.

There were three struggles that stemmed from putting images on my webpage. The first one is finding appropriate images that would go well with the topic at hand. This was a struggle because I wanted good quality images and I also wanted an image that related to each of my web pages. I spent a lot of time trying to figure this out, and I’m sure I can improve upon this when the part two of this midterm is in place. Another thing related to images that I had issues with was finding an area to place the images. I think finding an area where the image isn’t out of place or making sure the settings that are placed on the image are just right proved to be pretty hard as well. As I stated before you want the webpage to look like a nice body of work, so figuring out ways to arrange the image and make sure the area it fits the webpage is quite a task. The last struggle I faced with images were figuring out which format it should be in. By this I mean whether the image should be a .jpeg or .gif image on the webpage. This choice really made me think on how I wanted my webpage to be set up. I think having these different options would obviously cause for the webpage to turn out differently in each scenario just based on the format I chose to place the images in. The way I was able to overcome this struggle and chose which one I thought to be best, happened because I used both formats and chose the one I think best fit the needs of my webpage layout. I tried to incorporate a variety of image formats, but not too much to where it was overbearing because I wanted the viewer to look at the words I had written as well.

All in all, this project really helped me to understand and gain a better appreciation for the hard work and talent that goes into developing web pages. Without pushing myself to further better my work and understand the process of making sure each HTML document was in the correct format my webpages would not look like they are now. I hope that when the second part of this midterm project comes around, I am able to improve upon and develop a webpage that is outstanding and visually pleasing for others to view. Even though I became frustrated at times and found some of the tasks I was doing hard I tried to complete this to the best of my ability and to turn in work that best represent me and the things that I love. I can’t wait to see what other techniques I’ll learn the rest of this semester, so I can apply that knowledge and develop an even stronger webpage then what I have done thus far.