Claudia Schumm – A website

IASC 1P02

Claudia Schumm

5856216

I decided to use myself for my website. I really like myself and can talk about myself for hours.

Fonts

I chose to use Arial and Impact for my different fonts because they are simple but when put together create an interesting dynamic. The Impact font is different enough from Arial, that it is easy to tell what is a header or navigation text from the paragraph and content text.

Colour

I used a monochromatic colour scheme of teals in order to keep it simplistic yet interesting. While I love as much colour as possible, it would have looked like an absolute circus if I attempted more than one colour. Originally the header, navigation, and footer were all the same colour, but I thought that it looked silly and kind of like a big C (which would have been interesting because it is about me, Claudia), so ultimately I chose the brightest colour for the header because that’s where you want the eye to go first, so it is clear where they are in the web.

Contrast

Since I used colours for different pieces, such as the header and footer, the colour that seemed most uniform for the text was black. There is enough contrast between the black text and all the different background colours that you can read everything with ease. I looked at doing the text in a shade of teal to match the background colours, but it made it hard to read when all of the other shades to teal were there. In some of the hover effects there is teal text but it is a drastically different teal to make it easy to read, or it is such a small change that it is almost no different than the black.

Repetition

I used the same layout for each page of my website so that a visitor can navigate easily, not having to search for where to click next every time they switch pages. I thought about changing the colours between the pages, in order to satisfy my need for using as many colours as possible, but ultimately decided against it as it would mess up the continuity throughout the website, and make it just that much harder to read each time you switch a page.

Alignment

I don’t like horizontal continuity so I put the navigation bar vertically. I think that when everything is horizontal, things get lost in the mix. Everything is aligned evenly along the navigation bar to create a clean look. Everything is aligned to the left side because most people read things left to right. Aligning it that way makes it a little bit easier for people to read.

Proximity

In my website I tried to get everything as evenly spaced out as well as possible. It keeps everything neat and tidy, easy to see and easy to navigate. I tried to space everything sparsely enough to not seem cluttered but not so sparse that it seems empty. Everything in a content section is close enough together that you can tell it belongs together, but each content section is spread apart enough to be easy to tell them apart.