

## Bad Website Design: Using Color Theory and Design Principles

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### Fred's Collision USA Auto Body Shop Analysis



"Fredscollisionusa.com" is an auto body repair shop in Niagara Falls, New York.

A modern banner showing cased fixed cars, a proper menu that allows the user to explore efficiently. Hours of operation and ways to contact them through social media, email and phone. a small photo gallery to show their hard work, animated slide images so the page doesn't look so cluttered. A short description of the work place and what kind of values this business has.

Photos of the owners at the bottom of the page.

Changing the banner of the existing page because it is outdated and visually not appealing. The color schemes are irritating to look at. The solid black background is too intense, and the light yellow title clashes. The text font should never be a bold fiery color, especially not red. It makes it far too bold and in your face. The paragraph text is in white, but the font looks smaller because it is surrounded by black. It makes it hard to read on a screen. The videos took too long to load, so swapping it out for a slide image banner would do it justice. The catch phrase at the bottom is too dark of a red so it blends in with the dull background.

The website has too many tabs in the menu as well, making it difficult for users to navigate. As well as leaving the menu bar cluttered. Since the gallery consists of 4 images it can all be placed on the front page so people will acknowledge it immediately. Understand how good Fred is at fixing cars, rather than 4 paragraphs in white font that nobody can or wants to read. One thing this website did accomplish was the repetition of the colors yellow, red and black. The overall alignment of this website is all centered like a word document from the early 2000's when text wrapping around an image was too difficult for most people. It focuses all the energy of the page to the centre leaving a lot of wasted space.

This website tried to use Analogous color scheme, by using red and yellow as the pops in color with a black background. Red and yellow definitely could work in a different setup and with other lighter colors, like a white background. To let the colors speak for themselves. This color scheme also used Triadic, by implementing both red and yellow as their highlight colors. For the updated version, I will continue to use red and yellow as the accent colors, but keep everything else neutral and smooth on the eyes. Keep the red and yellow consistent through the pages, and titles.