

IASC 1P02

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## Absolute Zero Website Design Analysis

“Absolute Zero: The Original Story” has a simple design along with a simple colour scheme. This simplistic design was chosen because the main idea of the website is to be a digital and visual storybook. The colours used represent the story, the grays, whites and blacks reflect the main character “Zero”. She wears all black, and has long white hair. She sees the world in gray. Since Zero is the main character, her perspective was used to create the overall design of the website. The images used for the pages “Character” and “Homepage” are both hand drawn and digital art of mine. The drawings represent the characters of the story. Most of the drawings are coloured to give the user a better idea of that character. The “social media handle” at the footer of each page connects the website to my personal Instagram page “instagram.com/nanoisaria” so that users can see the process of the story evolve. And get the first glimpses of new characters that would later be added to the “character page” list. The names of the characters are vertical because it gives it that “japanese” writing style. Its visually pleasing to have the names align on top of each other. It’s different than the traditional horizontal “text”.

The colour theory used is Monochromatic because the colour scheme are all tints, and shades. That is why the images used had to be colourful to contrast this dull colour scheme. If the images were not colourful, the website would be considered unflattering. The main colours grays, blacks and white are used for the menu navigation bar at the top of each page for repetition throughout the website. The homepage has a large gray banner with the title “Absolute Zero” in black. The images used give contrast to the dull colours. On the homepage only one image is coloured with red, peach and dark green. Each page contains colourful images, but the colour scheme of the website was left in light gray because it would clash if the menu bar was red for example. The gray was used as a neutral colour. All the colours of the website were chosen based on the story content to visually represent the story like a picture book.

Using C.R.A.P the initial colours of the website do have contrast, with the use of light gray as the menu bar and the black text. Also the menu text options darkens when hovered over, this effect brings contrast to this simple design. The neutral colours are repeated thoroughly throughout the website. The rows of images are aligned tightly together both on the “homepage” and “character page”. The row of images are grouped closely together under “meet the characters” so that users see it as one visual unit. On the “characters” page there are two rows, each image is grouped closely together to mirror the sample version on the “homepage”. The names of the characters align together in a downward line.