Alzheimer’s Disease and Metabolic Syndrome Web Design Justification

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Rationale

For the following website, I have chosen Alzheimer’s disease and Metabolic syndrome awareness. This topic is very important and sensitive. The design I chose was in one way modern, but also formal as the topic deems it. Most of the website followed a green/white/black color design with the basics of fonts. The way I chose to present my information was so that it could be easy to understand and navigate for my target audience. The target audience in this case would be people over the age of 65 but even also younger audiences. The reason I mainly chose people over 65, was because people at that age are at most risk for Alzheimer's, where the risk doubles then every 5 years (Alzheimer’s disease facts and figures, 2021). By creating a simple design with a sufficient number of shapes and color contrasts, the intended audience will not have a hard time going through my website. All the text contrasts well with its background as well so it doesn’t give people a hard time in reading, it also ensures people with any visible disability, like color blindness, can navigate without a problem. I made sure that every page also had a similar kind of repetition in its design but with small distinctive changes that change the overall look of the website. The order of the design was made that way to make sure no element was positioned arbitrarily and there was some cohesiveness in the look. Almost every piece of text was also followed by an image to create some visual representation of what I am trying to convey. My homepage was designed to basically create a summary of the rest of the pages, so that people who rather just navigate through the first page, get all the information they need. To also expand on the color choice of my website, through literature I have found that people with dementia and most forms of cognitive impairments actually have a preference for the color green due to its ability to calm the central nervous system (Karina, 2021). Green has also proven to bring attention to important things. I want my information to be important to those at risk, to reduce the risk of developing both Alzheimer’s disease and metabolic syndrome.

References

Jimenez, Karina. “Color Theory and Dementia.” *Alzheimer's & Dementia Resource Center.* 10 Nov. 2021, Adrccares.org/color-theory-and-dementia/.

2021 Alzheimer's disease facts and figures. (2021). Alzheimer's & dementia : the journal of the Alzheimer's Association, 17(3), 327–406. https://doi.org/10.1002/alz.12328