Website Redesign  
By: Robert Sharp

The website that I am going to be redesigning is the homepage for SUD Skates indoor skatepark. This website is very poorly laid out and it definitely needs a redesign. First thing I would do is make the website fill the whole page. I would keep the header in the same place but make sure that it filled the whole screen. I would also keep the header the same because is has their logo on it and if you rebrand the logo people might not know what they are. I would keep the links below the header but make the links centred under the header. I would then place a panoramic picture of the skatepark under the links so that the viewer could see what the park looked like. For the actual continent part of the website I would use an analogous colour scheme. Then I would place two sections of important information beside each other making sure they are aligned properly. I would use a gold background with red headers and orange text. Under that I would then place one big important section of information with the same colour scheme. And finally, at the bottom of the page will be the contact information with a gold background and red text.

There were many flaws in the website design that gave me the inspiration to redesign it. The original website doesn’t fill the page which is just irritating to look at. The pictures of the skatepark have different spacing around the top and bottom of them. Who ever made this website paid no attention to alignment because nothing completely lines up and there are awkward spaces between things. They used blue, red and yellow as the main colours for this website. This isn’t very good because this doesn’t directly follow any of the colour schemes. They are also using many different sizes of fonts which very inconsistent and not a good use of contrast. The website is very ridged, and they could have made a better use of shape instead of only using squares and rectangles. The information on the website seems to be laid out very inconsistently. The side column on the far left seems completely pointless because they could have put that information to fill up all the white space.