

Bad Website Breakdown

The website that I chose to redesign is <http://sportsecyclopedia.com>. This website is a great concept that looks to gather information about the history of major professional sports in North America. However, the website does not get a lot of traffic and there is one specific reason behind that. The horrible design of the website. There are many different aspects of this website that make it such a bad design.

First of all, the overall look of the website is very outdated. The background of the page consists of a compilation of sport photographs from what looks to be before the 2000s. As well as the background, there does not seem to be a distinctive color scheme used. The website utilizes nine or so different colors for borders around boxes of content. The website design would already be much better if they had a simpler background and used one color scheme instead of overloading the page with so many colors.

Second of all, when looking at the website design in relation to the C.R.A.P theory, the design does not really follow its guiding principles. That being said, the site does take the element of contrast into consideration. Because of the old fashion background of the main page, it can pose difficulties in creating the contrast between elements when placing content within the page. The designer did ensure to create boxes with different backgrounds in order for the content to stick out and be different from the background. However, the webpage does not take into consideration the principles of repetition and alignment. It is important when creating a webpage to have an element that is repeated through the entire page. There really is no repetition on this webpage. There is just a bunch of random boxes of content that have no specific order or layout to be able to repeat throughout the design. Also, when you go into the secondary pages of the website, they are not designed in the same way as the main page. The secondary pages also vary in layout between pages. This can create confusion for consumers of the webpage as repetition allows them to know they are still on the same website. Alignment is also an important aspect. Elements should not be placed arbitrarily on the page. Elements should always be visually connected to other elements on the page. This webpage completely ignores this concept. The different elements on the page are positioned very randomly and nothing is visually connected. The content boxes are all different sizes and there is no general flow to the webpage. In regard to proximity the webpage does position some of the related content in the same area. However, there is random content placed in between some of these segments and all over the page that can create some confusion when navigating the page.

Finally, the webpage is very overloaded. There is way too many things happening on the first page of the website. The page needs to be broken down into different segments instead of random information being all over the page. When navigating the page, it can make you feel overloaded and wondering what is going on as there is content all over the page with no particular order.

Concept for New Design

As I looked to redesign this bad webpage, I wanted to ensure to apply elements of both colour theory and C.R.A.P theory of design. When you look at the designs of the websites of the four major professional sport leagues in North America you can find some common themes. This can provide some guidance for us as we design this page. The reason these pages can be important is that we are looking to attract the same consumer/target market, and if they all design their page in this way, then maybe it's a design that audience prefers. As I go through the remainder of the document I will break down all of the major components and how it relates to colour theory, C.R.A.P theory and the design features from the industries websites.

Item #1

Description: Wrapper

Colour: #FFC34D (hex orange)

Item size: 2000px in height and 1650px in width.

Item #2

Description: Header (#header1)

Colour: #00008B (Hex Blue 4)

Alignment: Top of wrapper.

Item Size: 150px in height and 1650px in width.

Interactivity: Logo will be in the top left corner of header and 7 navigation bars aligned in the middle of the header.

Item #3

Description: Website Logo (#logo)

Alignment: top left corner of header/ wrapper. Margin of 0px from the left and 0px from the top.

Item #3

Description: Navigation Bar 1-7 (#nav1-7)

Font: Size= 20px. Arial, Helvetica, Sans-Serif.

Color: white

Alignment: in a horizontal line across the center of header #1.

Interactivity: The navigation bars will be drop down menus to different related pages of content for this webpage. EX. Top News Will drop down into options of different sports, clicking on the link will bring you to the top news for that sport.

Item #4

Description: News (page content)

Font: size: 16px. Times New Roman, Serif.

Color: White

Alignment: Float left, 10px margin underneath header and 10px margin from left of wrapper.

Item size: 1700px in height and 280px in width.

Interactivity: will include different top articles from all different sports. Will be links to each article going down the left side of the page.

Item #5

Description: Image of the day box(Page Content)

Font: 16px, Times New Roman, Times, Serif.

Colour: White

Alignment: Float left, margin 10px margin from the left of news, 10px margin underneath header #1 and 10px right of the advertisements.

Item Size: 850px in height and 1050px in width.

Interactivity: interacts with an image and some text describing the image.

Item #6

Description: Image of the day picture

Size: 400px in height and 1050px in width.

Alignment: Placed within the image of day box along the top of the box.

Item #7

Description: Three stars of the night

Font: 16px, Times new roman, Times, Serif

Colour: White

Alignment: float left of news bar and underneath the Image of the day. The box will be located at a margin of 10px from the left of the news bar, 10px underneath the image of the day and 10px from the right of the on this day box.

Item #7

Description: Three stars of the night picture (pic2)

Size: 300px in height and 520px in width.

Alignment: picture is situated within the three stars of the night box along the top of the box. This element will be used as a class to get the image the same size and will be used both for the three stars of the night and the on this day in history pictures.

Item #8

Description: On this day in History (onday)

Font: 16px, Times New Roman, Times, Serif

Colour: White

Alignment: float left of three stars of the night and underneath the Image of the day. The box will be located at a margin of 10px from the left of the three stars of the night, 10px underneath the image of the day and 10px from the right of the advertisements.

Item #9

Description: Advertisement 1-6 (#Ads1-6)

Alignment : Float Right, Each will be located down the right side of the page. Beginning at 10px margin from the header, 10 px from the left of image of the day and goes all the way down to the footer.

Item #10

Description: Footer (#footer)

Colour: #00008B (Hex Blue 4)

Alignment: bottom of wrapper.

Item size: 150px in height and 1650px in width.

Interactivity: Contact information will be included in the middle left of the footer and social media will be in the middle right of the footer.

Item #11

Description: Contact information (#conttext)

Font: 20px; Arial, Helvetica, Sans-Serif.

Colour: White

Alignment: 10px margin from the left side of the footer.

Item #12

Description: Social Media (#soctext)

Font: 20px; Arial, Helvetica, Sans-Serif.

Colour: white

Alignment: 10px from the right side of the footer.

The Theory Behind the New Design

A very important aspect of website design is the color schemes used throughout the pages. There were several different aspects that came into consideration when choosing the color scheme for this webpage. There were three considerations when selecting the color scheme. First, I ensured to apply one of the many color theories. I used a complementary color scheme by using two colors at the opposite end of the color wheel, in order to add some energy to the page while keeping it simple. Second, I looked at all the other major sport websites and noticed a common theme of simple, white text boxes for content. I wanted to ensure the content would stand out with the white boxes on top of the more energetic orange wrapper. Finally, the original creator of the website is a very big New York Mets and Islanders supporter, therefore I thought I would inspire myself from his favorite teams' colors to keep some of his personality in the webpage and stick with the complementary colour scheme.

When creating a web design, it is very important to take the C.R.A.P theory into consideration. In the designing of this webpage I ensured to make the different elements different. When placing paragraphs into sections with different colored backgrounds I ensured to make the text stand out from the background for it to be noticeable and attract the consumers eyes. When it comes to repetition, the design is built in a way that repeats elements of the design throughout the page. Ex. When it comes to content that has an image attached, the image is always along the top of the box with the explanation underneath. Although we are only creating the first page, throughout the subsequent pages of the publication we would ensure to repeat elements of the design for each type of related content. Alignment is very important to create a visual connection on the page and not having content arbitrarily on the page which can create confusion. Throughout the re-design I ensured to keep repeated alignment for all of the elements. You will no longer see boxes that are position randomly and everything is now visually connected. Finally, proximity becomes important for keeping related content together. This can help the users navigate the site easier. This is the reason why I created a navigation bar with 7 different drop-down menus. Each one of the menus is related content grouped together to make it easier for users to find the content.