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***FINAL WEBSITE- ASSIGNMENT #4***

The reasons why I have chosen this design/ layout for my final website is because I feel as though it describes me as a person. The colour scheme of aqua, pale yellow, white, black and grey are my main colours throughout the website. I chose these colours as they are my favourite colours. They are very soothing on the eyes, and according to colour theory, they compliment each other very well. In accordance to C.R.A.P design, the contrast throughout my website is consistent, with the same five colours throughout its entirety. My logo and sub-headers are on the same spot on each of the three pages, and the fonts are consistent throughout with the same sizing for my headers and content. Other consistent aspects throughout my website also include the footer at the very bottom of each page, telling the viewer who the website was created by and what the website is about. I added capital letters for my headers and sub-headers, as I felt as though it gave extra emphasis and excitement to the eyes. I chose to add a Javascript function that adds up the amount of services you wish to receive by pressing the “Add to Cart” button. When you are finished purchasing, it will then total the amount of money for you and tell you the amount of time you spent on the website. In each of the nine boxes on my services page, I include all the various types of services you can receive and their prices which are bolded for easy viewing. On my home page, I have five social media buttons near the bottom of the page: Facebook, Twitter, Instagram, E-mail, and VSCO, which I have programmed to take you to their rightful websites when clicked upon. For my images, services, about me, and about my company content, I have added skinny white or grey borders to add more of a fancy look to my website, making it appear a bit more put-together. I specifically chose these images that I had taken to place on my home page, as they describe some of the services in which I provide, including: waxing, makeup (extreme and subtle looks) and nail services. The layout for the images shows contrast between makeup looks as well as what is the most eye-catching. The way I have ordered my images allows the eye to view the images from top to bottom, and left to right, to end looking at my social medias, in a way to promote my company. Another concept that relates to C.R.A.P. design is the idea of my logo in cursive writing. This cursive writing also adds to the fancy look of the website, while also making it more appealing on the eyes of the consumer. My four photos included on my home page are meant to describe some of the services in which I provide. Upon taking these photos, I edited them using a photo software to give the photos more of a softer focus, to make the viewing more relaxed. Overall, my websites design is meant to attract the attention of the viewer, while also looking fresh and fancy.