The website that I decided to redesign is <http://pneuveyor.com/>.

# Layout

When first viewing the website, I noticed two main problems which were the following: the contents were repetitive, and there was a lack in structure. To address the first issue, while creating my layout, I decided to incorporate a fixed vertical sidebar (navigation). Incorporating this characteristic prevents the repetitiveness of the contents (global perspective, components, projects, contact us, etc.) while allowing for accessibility for users. So, instead of having “Contact Us” links along with emails and telephone numbers appear multiple times on a single page, all of the information pertaining to that context would all be under one link in the navigation bar. To address the second issue, I created separate boxes in order to separate the different information and context presented on the website. Upon visiting the website, users are presented with a fairly large amount of information that is hard to understand and follow due to the lack of structure. Therefore, in my layout, I included a content box strictly for the services provided, three other separate content boxes that would include the different projects mentioned on the site. On the top of the page, I also included another separate box (the header) where the company headline would go, and a search bar on the top right side.

On the initial website, various pictures were also incorporated that changed (or rotated) after a few seconds. I decided to include those pictures in my layout to avoid having just strictly text on the page. I also decided to add the company logo on the top of the sidebar, next to the headline. This allows for users to see what the company is and what their work – or goal – is upon first visiting the site. Lastly, I included a footer.

Colour Theory Application

The colour scheme for this website that I decided to go with was monochromatic, involving the hues/colours related to mahogany (reds). The reason for choosing this colour scheme was due to the fact that this is a business website, and I feel that monochromatic would be the most appropriate as it still allows a sense of “professionalism.” Furthermore, the use of reds chosen was due to the fact that mahogany seemed to be portrayed as the company’s main colour. Therefore, I wanted to keep that characteristic and incorporate into the design/layout I created.

The main hues that I decided to incorporate into my layout are mahogany, maroon, and burgundy. The colour of the text would be white, as it would be easier to read on such colours. The background of the website would be mahogany, with the navigation bar, header and footer being maroon, and the content boxes being burgundy.

Design Principle Application

The design principle (C.R.A.P) is applied into my layout. Contrast is incorporated through the monochromatic red scheme incorporated along with the white text. Different font sizes are also used so that users can distinguish between headers, titles, and context. Repetition is also applied throughout the design through the different colours/hues used for separate areas. For example, context applying to content specifically are put in a burgundy content area. Alignment is also incorporated through the positioning of the boxes containing content. Information is presented in a way that is easy for users to follow. Proximity is also portrayed in the same way as alignment. There are no “awkward” gaps present, and the space is filled up with relevant context.