

Colors- the colors i used are green and brown because of nature, green and brown are linked to trees and dirt. green also gives off the emotion of health and growth like nature and what the organisation is aiming for.

Slogan- i am using a slogan because without it the banner looks too bland. also it helps with the image of the brand because its more identifiable

Social media- one of the requirements is to have links to their social media so i put it on the banner because its the first thing the person sees. its also in a straight line because above it was supposed to be a donation button but then there would be no need for the donation button on the navigation bar.

Logo- the reason i did this because most websites are identified by their logos. so its a must, to have a logo.

Donate color- the reason for me changing the color of the button on the navigation bar because it will stand out from the rest which garbs the user's attention and maybe they will donate to the organisation.

Video- The reason i put the video in the middle is because it introduces the organisation to the visitor and its right in the middle which will make the user notice it more than if it were on the corner.

Subscriptions- As one of the requirements from the organisation it had to be put on the front page.

Merchandise- in my opinion this part of the web page is better than the one in the golden ratio because of the size.

Drop down- the reason to why i put information in drop downs is because i don't want to make the user scroll down as it is an inconvenience for them so having information to be compressed down and put into small areas that they can access makes it more usable.

