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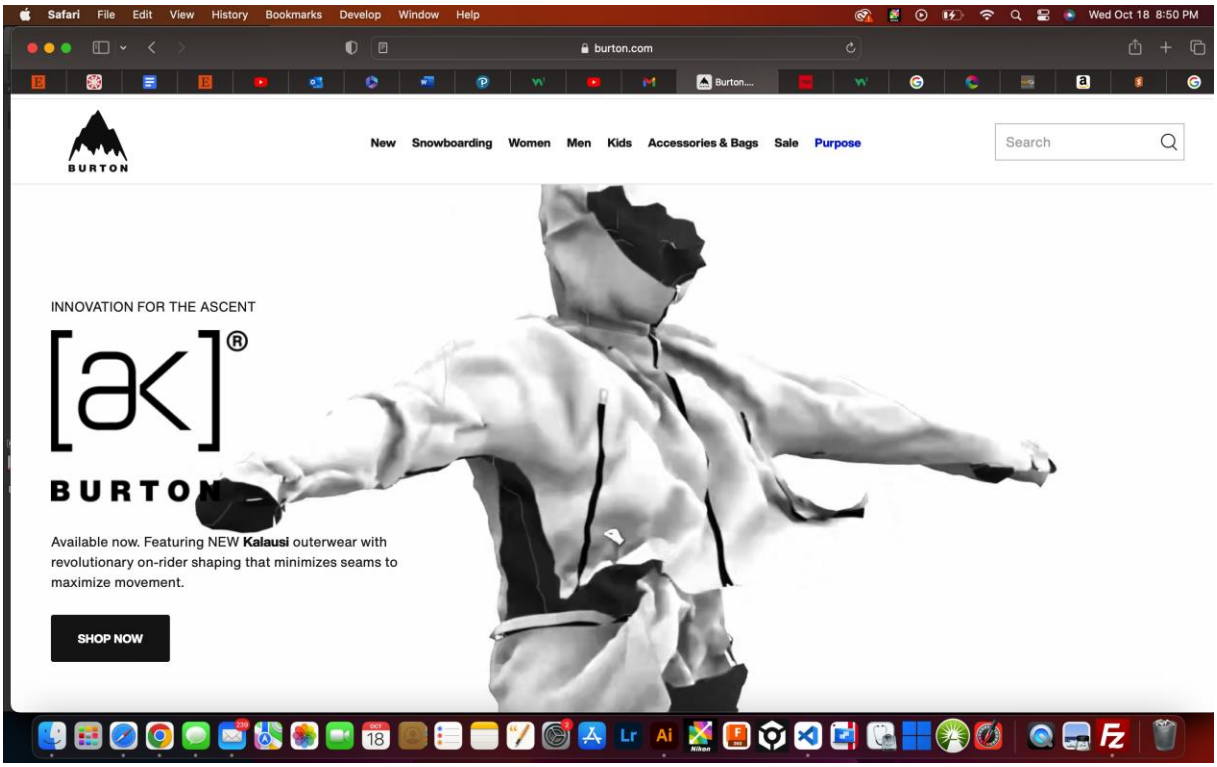
10/18/23

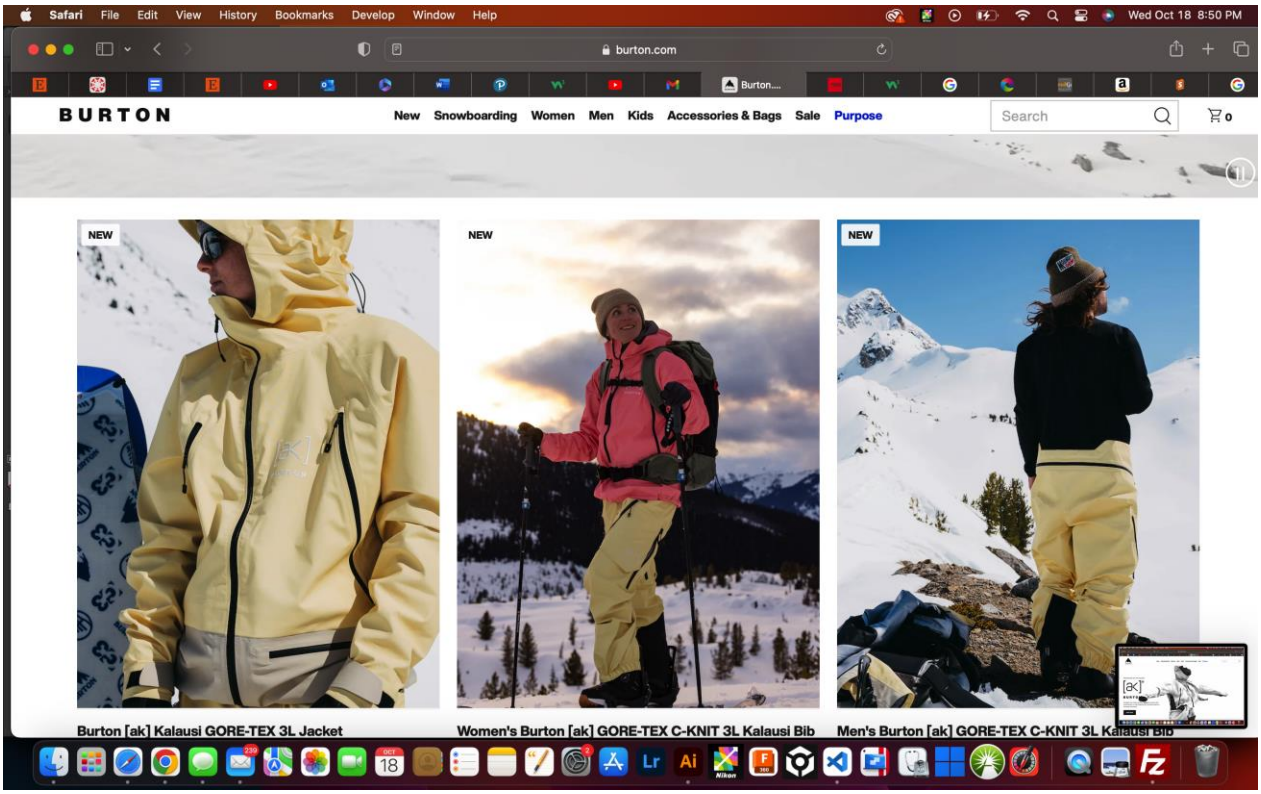
CIS 195

Web Design Basics

The first Site that I like is Burton https://www.burton.com/us/en/home

It is filled with well aligned and staggered block elements that contain images and hyperlinks to other parts of the site. The elements are in fairly close proximity with perhaps 40-100px padding between elements. The background is white. I would prefer to see less padding between the elements, or perhaps an off-white background would make the negative space more appealing. There is much repetition of yellow and pink highlights with white and blue secondary colors in the background of photographs. The website repeats lots of blacks and whites, at one point scrolling down the homepage the blacks and whites reverse in a call to action. To improve the site I would use contrast to make the nav menu pop more, reduce padding, and add color volume (without changing the palate)



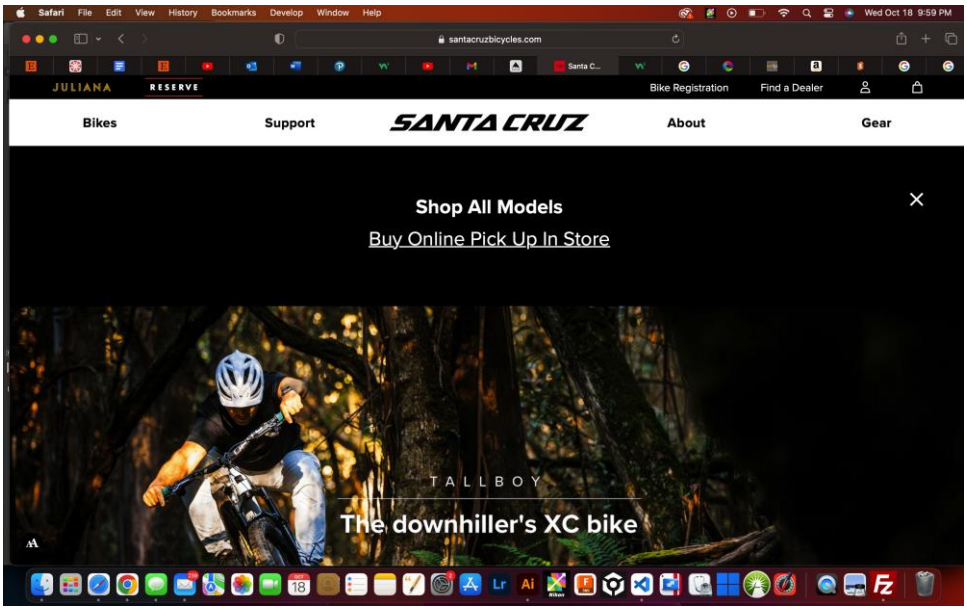


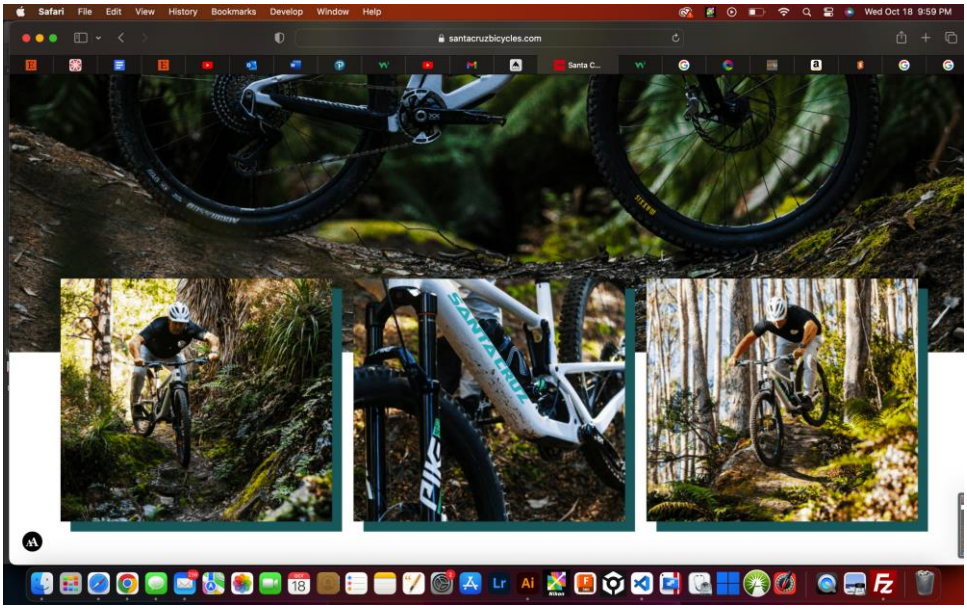
The next site I checked out was Santa Cruz Bicycles https://www.santacruzbicycles.com/en-US

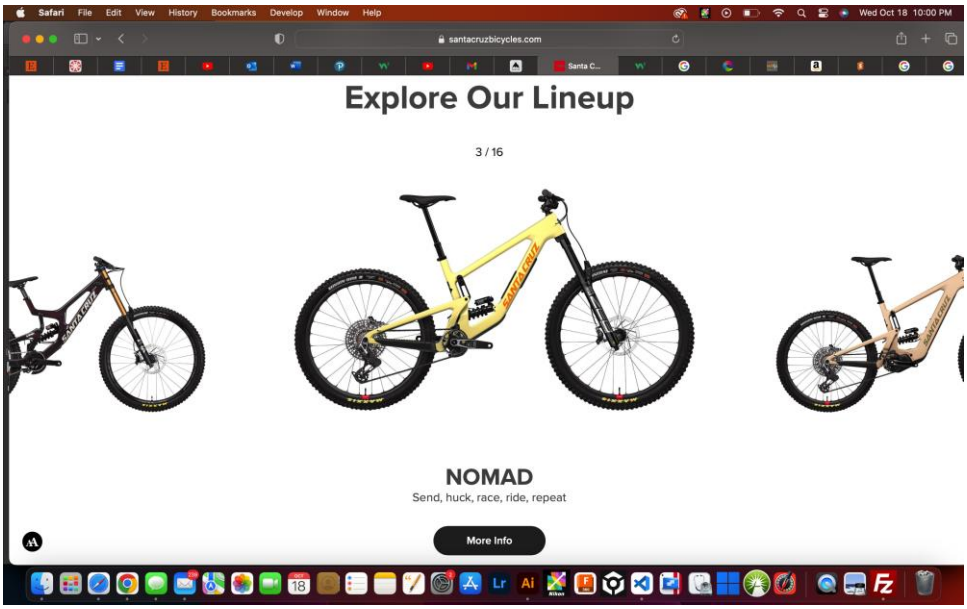
The first thing I notice is that there is a bright white navigation menu jumping out against a dark background. I love the contrast and the way it calls to action at the nav menu. As you scroll down, there are massive photographs taking up the majority of visible space. The photographs of bikes and riders contain mostly green and hues of gold (small pockets of gold jump out in several places across the website). Between the photographs, there is minimal padding. I am a huge fan of this look because it feels rich and full. Some of the photographs even have elements to create shading behind them, It is a very neat look with a very neat color. The site repeats this color a few times for buttons and small design elements. It is blue green, R:21 G:76 B:79. I believe, that this color is analogous to the greens taking up most of the visual real-estate. To improve the site, I would add more movement, use a tiny bit more of the gold and soften the look and feel of the dropdown menu.

As you continue to scroll down the site it transitions from light to dark to light to dark, and so on. The light parts of the background are always a clear call to action. There is an interactive menu that I am just obsessed with; halfway down the home page you can scroll through different bike models side to side. It

feels bounce and alive. You can click on the product you like and be redirected to that product's page via hyperlink. This is certainly my favorite website I have visited recently.





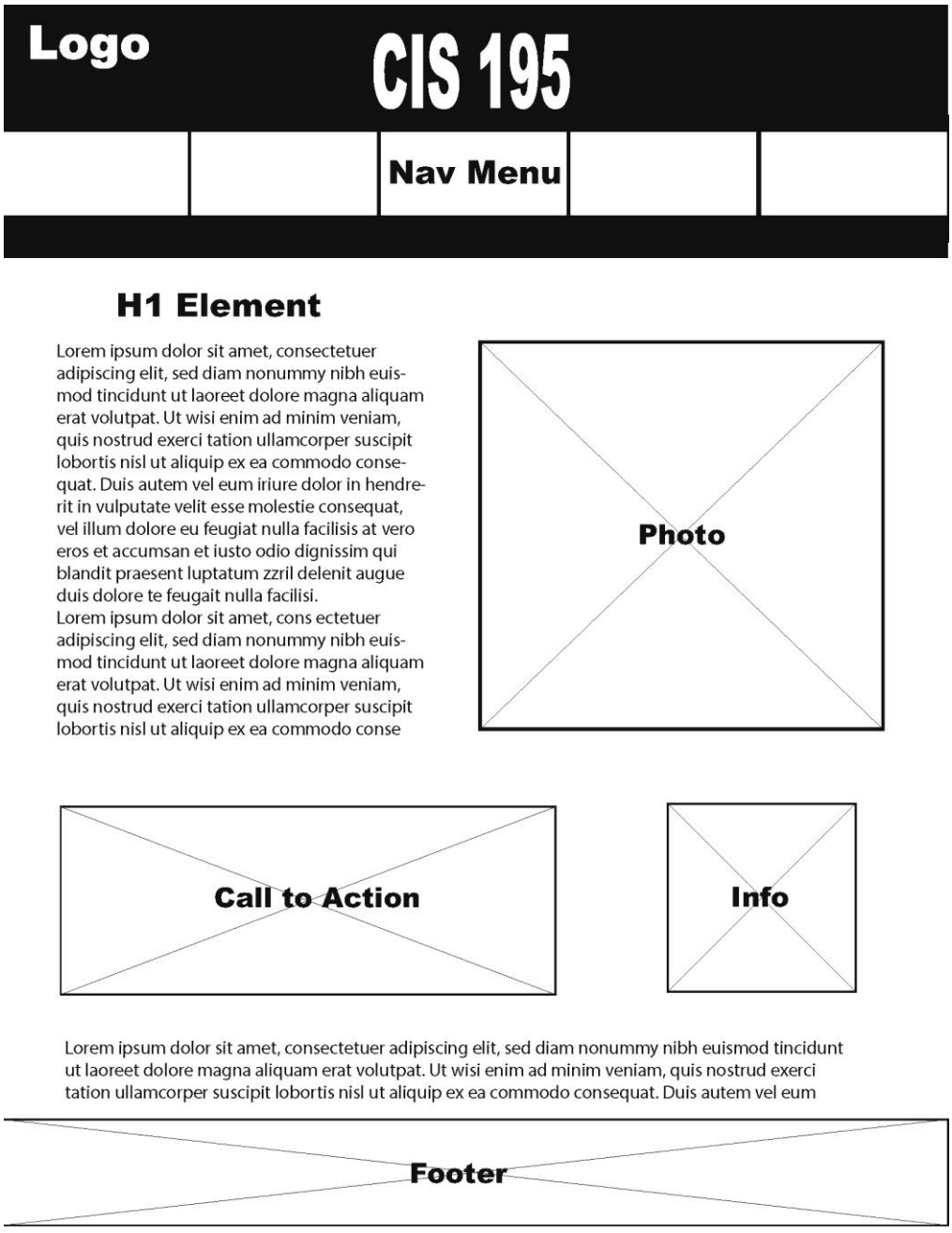


My Wireframe

(down here)

I

V


Logo
CIS 195
Nav Menu
H1 Element
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