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Digital Literacies

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Introductory Website Design Justification

When I first started my website, I chose to use a template from w3schools.com. However, due to the extremely intricate CSS for this template, I was unable to edit certain parts of the original template to suit my preferences for what I wanted my website to look like. I then decided to start from scratch instead. I created the foundation for my new website by referencing the tutorial we used in class for our HTML quiz. From there, I used w3schools.com as a reference for changing fonts, adjusting image alignment, and other smaller elements. I also used Youtube tutorials so I was able to see exactly how the creator of the video altered their code in real time. I found that following along with these videos was significantly more useful than simply reading instructions off of a website. I did face many technical challenges in creating this website, as I am very inexperienced with code. My biggest issue was trying to stop the text from wrapping around my photos so that certain images could be centered. Despite the amount of tutorials I watched, I could not locate where I had gone wrong in my code.

I admit that the expectations I had for this website were far too high. When I was using a template, my website looked highly professional and sleek. This is why when I had to start over, I was very disappointed that I wouldn't be able to recreate that look from scratch without spending a month on the site at the very least. Despite my final result not being exactly what I had anticipated, I like it much more than I thought I would. I think that it reflects my personality

and therefore says more about me than a pre-made template ever could. If I knew everything there is to know about code, I would probably have a lot more pictures and videos incorporated into my website. What I had hoped I could achieve is a slideshow on the homepage, but I am not quite experienced enough for that yet.

The three major modes that I incorporated into my website are linguistic, visual, and spatial. The linguistic mode was used when making headers as well as the longer written elements such as the quote on the homepage and the paragraphs on the About Me page. The visual mode is employed using GIFs, an image of myself, and social media icons. I also used bright complementary colors to grab the viewer's attention and a very simplistic layout to keep it easy on the eye. The spatial mode comes into play in my heading. The tabs are organized so that it is easy for the reader to navigate the site. For these reasons, I believe that my website is multimodal, however I was not able to incorporate the aural or gestural mode. Additionally, I was able to incorporate all four principles of design: contrast, alignment, repetition, and proximity. For contrast, I mainly used analogous warm colors like orange and pink around the border and a complementary teal color in the background. I also used contrast in text size and capitalization. In the title of the site and the tabs, all text is capitalized, yet varies in size so that the title of my website is emphasized. Body text is in lowercase to create contrast from the headers. For alignment, I tried to avoid using too much center alignment by keeping just the title and the tabs in the center, then varying the alignment in the body of the pages. Throughout all of these pages, I used repetition by using the same font consistently and using only black text for the body. For proximity, I made sure that there were large enough margins around the photos and GIFs (usually about 10px) so that the text and image could sit side by side but not look cramped.

I also increased line spacing so that the text would be easier to read with the handwriting style font that I used.

Considering this website that has the sole purpose of introducing me to my audience, I absolutely think that the way that I incorporate these modes and design principles could have an effect on how the audience perceives me. For example, I hope that due to my use of some design elements like the Fitzgerald quote, GIFs, a unique font, and bright colors, my audience is able to pick up on my love for books and my general aesthetic. These elements are not intended to contribute to a highly professional tone, rather it is meant to be more personal and creative. My ultimate goal in using the strategies that I implemented is to communicate my personality with the audience as efficiently and creatively as possible.