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Portal Page Write Up

There are literally millions of web pages set up on the internet. It seems that anyone from a teenager to college professors have their own websites. The problem faced by web designers with this overflow of web pages is how to make their web pages stand out and be easy to navigate. This is not an easy task as I found out when I tried to design my own portal page. In a web page, every aspect of it should be connected and have meaning so that there is not anything that is just sitting on the site with no point or purpose. The elements of design should spark the viewer's interest while still maintaining a comprehensible interface. Thus, in my portal page I tried to incorporate with varying amounts of success the proximity, color and good continuation.

Proximity was the first element I thought about when designing my page. I wanted to make a page with an outer space theme, so I chose a night sky background and picked out four pictures to provide the links to my other pages. I placed the four pictures at the four corners of my site and tried to use the text in the center to lead the eye to the four different pictures. As Robin Williams states in her book, The Non-Designers Design Book, proximity is about organizing related items close together so that the links between the images and information is clear (32). While my images seem kind of disconnected now, in the future I want to design an interesting text of my name in Photoshop with silver or gold stars shooting out from the four corners of my name. This way, the stream of stars will lead the viewer's eye to the four linked images and make it easier to navigate. It will

also organize things better and it will make the portal page far more interesting than before. Thus, my web site has some form of proximity to it now; however, it should be improved upon in the future.

As for the color scheme chosen on the portal page, I first decided to use a black background because black is an easy color to match with other shades. I decided to use darker colors on the site because I find dark colored backgrounds more interesting than the usual white backgrounds that most web sites have. This made me go for a night sky theme with blues, reds and silvers in the pictures I used as links. These colors generally look good with black; however, I believe that some other warm shades should be used to make everything stand out better. The tone or the different values of colors are too similar to make the page that interesting, so more contrast is needed to make it more impressionable (Williams 102). To make the contrast more clear, I want to make my links into rollover images. When the viewer scrolls over the image with their mouse, the four images will turn into a warm colored star, probably a light yellow shade to stand out, with the title of the next page placed across the star so the user knows where they are going. Therefore, the dark shades on the web page unite the page; however, they do not currently provide the contrast or tone that would make it interesting.

The last element I attempted to implement into the portal page was good continuation. The concept behind good continuation was founded by Stephen Bernhardt in his article, "Seeing the Text," and he states that the background needs to be used in visual text and not just be lost and forgotten (100). I applied this concept in relation to the four link images on the site by making them the background of the page that the image

linked to. I wanted to make it so that they were not just random images and that they had some meaning and relevance to the website. I also placed linked images of the background to the index page on each of the separate pages so that the viewer had a way to get back to the index. In the future, I would also like to change the text in font type and color so that it stands out from the background more than it does. I used that text mostly because it came with Dreamweaver and I did not have time to pull something into Photoshop and make it look better. The text will most likely change so that it pops out of the background. Thus, I wanted to make my images have some more meaning than just being images on my site and in the future I would like to have my text be more than just words on top of the site.

I tried to implement a couple of the theories and terms we learned in class on to my portal page. My attempt was a good beginning; however, it could be quite a bit better than it is. With some work on my proximity, color and good continuation, it should be much more user friendly and be more professional than it was before. Therefore, those ideas that I implemented into my portal page gave me a good start and helped me work out the first design of the web site.

Works Cited

Bernhardt, Stephen. College Composition and Communication. Feb. 1986. 66-78.

Williams, Robin. The Non-Designers Design Book. Berkeley: Peachpit Press, 2008.