WEBSITE ANALYSIS

The concept for my webpage is based on the theme of society. On first glance, the website can easily be interpreted as having a callow and youthful vibe to it. However, this choice of cartoonistic and comical colour, illustrations and fonts was 100% intentional. My intention was to contrast the old with the new. My inspiration comes from the impression that the current generation of high school students have the inability to interpret and appreciate classic texts. I’ve taken contemporary visuals (such as animated interpretations of characters from The Merchant of Venice, bright colour scheme and comic font) and contrasted it with sophisticated language used in the analysis’, symbolising that current society has the ability to contemplate deeper than perceived. The reason I have taken this angle and focused on society is because The Merchant of Venice is a Shakespearean playwright, which contemplates heavily on societal issues. So rather than theming the webpage on one theme (such as wealth, love or financial concerns), I have decided to focus the theme of the site more on society as a whole. I have done this through my representation of current society, which is expressed through the cartoon depiction of the three caskets, the cartoon illustrations of the characters, and the bright colours. In contrast to my representation of contemporary day, I have incorporated the Elizabethan era with sophisticated use of language. Another way I have contrasted the eras is through the character analysis. After each description I have stated what they are a microcosm of in todays society. I dedicated a section to Elizabethan England in order to outline necessary contextual information.

I used a quote that summarised a perspective of my theme. The quote focuses on the hope we have for the world, and society. Along side this, I used yellow as a background colour as it symbolises hope. Other relevant quotes are used in the site when discussing themes and characters of the play.

My main priority was to do something that will grasp attention of a year 10 audience as the criteria asks. I have altered the site to meet the criteria’s requests but in my own ways that make it relevant, appealing, and eye catching. The criteria asks for sophisticated (developed to a high degree of complexity and enlightenment) language, colour symbolism, images and visual design elements (font), and I have focused on fulfilling this in a unique way and bending expectations to a new form. This site will be a relatable and appealing learning tool for year 10 students.