Den Blå Planet

Enter www.denblaaplanet.dk in the internet browser and you reach the Danish aquarium in Copenhagen “Den Blå Planet” (translated to: the Blue Planet). The Blue Planet is relatively new and opened the 22nd of Marts 2013. The analysis will be conducted on the background of the Danish version of the website. It wishes as almost every other webpage to sell – in this case, to sell tickets to the aquarium. By entering their webpage you already have some interest in the aquarium, it is know their job to keep you interested. It is therefore important they are able to attract the consumer enough to get them to buy a ticket, which would be the basis of the webpage. The analysis will look into some of the elements the webpage uses such as background, colour and it will touch upon the fonts used and how they blend with the background.

Background

“The visual presentation of a page or screen gives you an immediate sense of its genre.” (Wysocki, 2004, p. 123), looking at The Blue Planet and it is clear from the background that we are dealing with something under water. The background is in focus and you are immediately drawn as there are a lot going on. The shark and the seals create a lot of action and colour; furthermore several lines are created all of them leads to the middle which is clearly marked by the name of the aquarium. The light from the sun, the seals are about to swim into the middle and the shark pointing its nose towards the middle – in this sense the background support the text.

Fonts

The font of the text is corresponds to the background, having the water as theme for the font. The font therefore makes the text blend with the background, which matches Wysocki (2004, p. 129) statement: “….when working with texts that are to have a harmonious appearance...”
Scrolling down the page it is as you dive further down in the ocean, the background goes darker and is partly covered by text, the background and text does no longer match as in the beginning, they are now clearly separated by a blue and turquoise box. However, the font of the header is consistent following the water theme, though it is slightly different from the fonts previously presented in the page. Wysocki’s (2004, p. 123) points out: “The visual elements and arrangements of a text perform persuasive work”, which is why the fonts work even though they are not 100% consistent throughout the webpage.

Colours

The number of colours used in the webpage is rather limited; naturally the background contains a range of different colours. However, the colours are not competing, there is a nice flow scrolling down the webpage as it is as previously stated as you get deeper in the water. There is therefore a compelling flow in the background as it is as if are in the ocean yourself diving. Besides from the background the webpage has a constantly use of white for the text. A part from white there is a continuously use of turquoise; both for the social media icons, the circles to the left, links, highlighting the page you are on in the menu and box used to separate text boxes from the background. Furthermore there is a limited use of black; the top of the page and the very bottom of the page. The Blue Planet’s limited number of colours means the webpage gives an appearance of being more serious according to Wysocki (2004, p. 132), who states: “websites that want to give the appearance of being serious tend to use muted colors and a limited number.”
Studying the colour of the background and the text it is noticeable that the background is dark green in the section about purchasing tickets, as “…darker green is commonly associated with money, the financial world, banking, and Wall Street.” Which they base on: “Dark green is associated with ambition, greed, and jealousy.” (color wheel pro, n.d.). Colours mean different things in different cultures and countries Wysocki (2004), however as the webpage is in Danish and my nationality is Dane it is worth considering Wysocki’s (2004, p. 126) statement: “In doing analysis of visual aspects of pages and screens, then, we need to keep in mind the social circumstances in which a text is composed and into which its author or authors hope it will fit and do its work”, it should therefore always be considered; who is the target group and what cultural underlying understanding is there between the webpage and the target group.

It can then be argued it is a coincident that the water is green in the section with the tickets, however, as (Center for Media Literacy, 2005, p. 14) states: “…media texts are not “natural” although the look “real.” by this is meant nothing is a coincident, it is all planned and as Center for Media Literacy (2005, p. 14) states in relation to the statement above: “choices are made”.

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Black is used in the bottom of the page for information and as it is associated with formality (color wheel pro, n.d.) it seems to enhance the purpose of that section. White has several different associations; however more general white usually has a positive connotation (color wheel pro, n.d.). A positive set of mind is always a good thing to be associated with and especially when persuading people to buy something.

The whole background is in general more or less blue because of it being under water. Blue as a colour is often associated with depth and stability. It is considered to beneficial to the mind and the body and produces a calming effect (color wheel pro, n.d.). It can be said in general that looking at the colours the webpage creates a positive undertone with a sense of formality at the correct place; it furthermore brings a peace to mind and calmness. Considering the colours, background and briefly the font the overall conclusion is of this analysis that the webpage combine the visual elements well when persuading the reader.

References

http://www.medialit.org/sites/default/files/14B_CCKQPoster+5essays.pdf

