Design Rationale for the Among the Stars Website

Among the Stars, a celestial exploration website, was conceptualized to inspire awe and curiosity about the vast wonders of the cosmos. The website links to three other web pages that explore constellations, our galaxy, and the universe. Each page follows the same colour scheme and was designed with thought and consideration, for both functionality and aesthetics. In this document, I will explain the design rationale, focusing on colour theory and the principles of C.R.A.P. design (Contrast, Repetition, Alignment, and Proximity).

Colour Theory

The colour scheme for *Among the Stars* draws inspiration from adjacent colours, featuring a blend of light indigo, cosmic blue, and radiant magenta. Each colour is associated to space and the galaxy. The colours were chosen to evoke specific emotions and associations. Indigo symbolizes mystery and introspection and adds depth to the overall visual experience. It invites users to imagine the bright and luminous aspects of the cosmos. Cosmic blue reflects the tranquillity and expansiveness of space, and for the most part cosmic blue serves as a backdrop. It provides a canvas against which celestial elements can stand out, fostering a sense of calm exploration. Finally radiant magenta infuses energy and dynamism into the colour palette. It represents the vibrancy and intensity of celestial phenomena, such as distant galaxies and cosmic events. The colour scheme works collectively creating a visually engaging experience immersing users in the exploration of space.

Contrast

Among the Stars, strategically incorporates the fundamental principle of contrast to elevate the overall user experience. Firstly, the website employs contrast to capture users' attention instantly. Key elements, such as headings and significant content, stand out prominently through noticeable differences in colour, size, and style. The font style is different, the size is larger and it is underlined. The website ensures that text elements, including headings and body text, are presented with distinctions in size and boldness, facilitating easy scanning and comprehension of the content. Thirdly, contrast plays a pivotal role in establishing a clear hierarchy of information on *Among the Stars.* Contrast is employed to add visual interest, ensuring that the design remains dynamic and engaging.

Repetition

Among the Stars, employs the principle of repetition to enhance its overall design cohesiveness and user experience. Consistency in design elements is crucial and this is evident throughout the website. Firstly, users encounter familiar colours, fonts, and styles consistently across various pages, reinforcing the site's visual identity and creating a memorable impression associated with appeal and reliability. Secondly, the repetition of design elements contributes to an improved user experience by creating a sense of predictability. Navigating through the website becomes more intuitive as users encounter

consistent visual cues such as the navigation bar on the right side of the site, reducing confusion and enhancing overall usability. With consistent navigation elements, users can easily locate and access different pages, ensuring a seamless and convenient browsing experience.

Alignment

Alignment serves as a cornerstone in creating a sense of order and structure on each page, allowing users to quickly grasp the layout and understand how different elements relate to one another. I have ensured that there is a consistent alignment of text, images, and other elements to ensure that users can easily follow the flow of information, preventing distractions and facilitating the absorption of the celestial narratives. The flow of the website is from left to right, and from top to bottom to increase clarity and readability.

Proximity

Proximity is instrumental in aiding users who often scan content rather than thoroughly reading it. By grouping related elements close to each other and separating unrelated elements, *Among the Stars* encourages efficient scanning. Users can swiftly identify clusters of information whether it is text or images, that are pertinent to specific celestial topics or actions. Additionally, I left whitespace in specific areas mostly to separate elements and content, contributing to visual clarity by reducing clutter. Properly spaced and grouped elements create an organized design that is less overwhelming, allowing users to focus on the celestial wonders without distraction.

To Sum

The color scheme of indigo, cosmic blue, and magenta, combined with the principles of C.R.A.P. design, has been thoughtfully integrated into the *Among the Stars* website. This design approach aims to transport visitors into the captivating realm of space, through a clear and functional website design.

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