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| **Surname:** | **Burgess** |
| **Forename(s):** | **Aiden** |
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Declaration

By submitting this assessment, you confirm that:

* You have completed this assessment with integrity and honesty and not committed any academic misconduct (i.e. cheating, plagiarism, assisting others to cheat or copy, engaging the use of third party assistance including from your fellow classmates, families or friends).
* Your submission represents your individual effort and does not contain plagiarised material.
* You are responsible to ensure that no one copies your assessment.
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By typing your name below, you acknowledge that you are fully aware and abide by the conditions stated above.

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| --- | --- |
| **Date** | 18-06-2020 |
| **Surname** | Burgess |
| **Forenames** | Aiden |

**QUESTION 1: Visual Design (max 10 sentences)**

Provide a critical assessment of the visual design of the Main Page of the English Wikipedia, using the screenshot below as a reference. Address the design principles Balance, Emphasis and Unity, as well as two Gestalt principles you deem important for this design. Answer in a maximum of ten sentences.

Critical assessment:

Balance: Symmetry and asymmetry. Symmetrical figures tend to be seen as complete figures that form around their middle

Emphasis: Contrast, Placement, Isolation  
Unity: All parts of our design have some commonality so that they are perceived as a whole

Gestalt principles: Proximity ♣ Similarity ♣ Common Fate ♣ Closure ♣ Continuity ♣ Area ♣ Symmetry ♣ Surroundedness ♣ Prägnanz

Balance: There is a top heavy balance to the page, as the “Welcome to Wikipedia” text is larger.

Emphasis: Links are in blue, so they are contrasted against the normal black text. This emphasises this element on the screen.

Unity, all links are clearly highlighted in blue. However this is decreased by some links being bolded, with no clear reasoning.

Common fate principle for the bullet points of different categories (“Arts”, “Biography”, etc.).

Area principle, the bird and airplane pictures are both small in area so are seen as figures, instead of the background.

**QUESTION 2: Implementation**

See galleryStore08.html.

**Q3.1 Mid-Fidelity Paper Prototype**

**Event and target audience:** Theatre event

**Target user and one ‘other’ person:** Parent, aged 37, who has one child aged 5