**Why did I design my web pages the way I did?** **Anna Lindtner**

The website I created for my task is related to a public library in my hometown. I made it a bit more colorful, as I want it to be inviting for adults, but also for children, who are potential visitors to the site.

The color scheme is inspired by their existing logo, which can also be found on the right side in the header of each page. The logo contains the colors black, darker red and lighter green, which are also used for the website. Since green and red are complementary colors, I decided to use a complementary color scheme. This makes the website look playful and energetic. I was careful not to use the colors too often, so I decided to use the dark red mainly in the background and the light green as a background color for one element per page. I used the green background color for elements that I think are important to the user and therefore should be highlighted by another background color. Different background colors also loosen up the whole page.

The principle of contrast is first seen in the use of colors. Not only are green and red complementary colors, but I also used a slightly darker red in the background to create more contrast between the white background of each element and the overall background of the site. I decided not to create a completely white page by combining a background color with the body, but instead leave 7px wide gaps between elements. This also adds to the principle of contrast and brings more life and difference to the pages. Most of the page consists of a white background and black type. This not only has a good contrast that makes the text easy to read, but also ensures that the colors on the page do not get too confusing.

I tried to implement the principle of repetition in several ways. First, I made sure that all the red gaps between the white elements have the same width of 7 px. Most of the elements have a padding of 20px on each side, which makes them look more similar. The way they are arranged also makes them look like they belong together and together make up a page. I made sure that all the headings are written the same way, and most of the other text is the same size as well. Each page has the same header and footer, which helps with orientation and also shows that the three pages belong to one website that has a consistent color scheme and design.

To follow the principle of alignment, I made sure that all headings are aligned to the left and most of the rest of the content is also aligned to the left rather than centered.

The principle of proximity states that elements that are related to each other should be grouped so that they do not appear disconnected. I have tried to follow this principle not only for my entire pages, as I mentioned earlier, but especially for elements that are closely related. On my "Home" page, for example, I have tried to make my various events belong together by designing each element in exactly the same way. The font is the same size, color, and alignment, the boxes are the same size, and the images are the same size and located in the same place in each element.