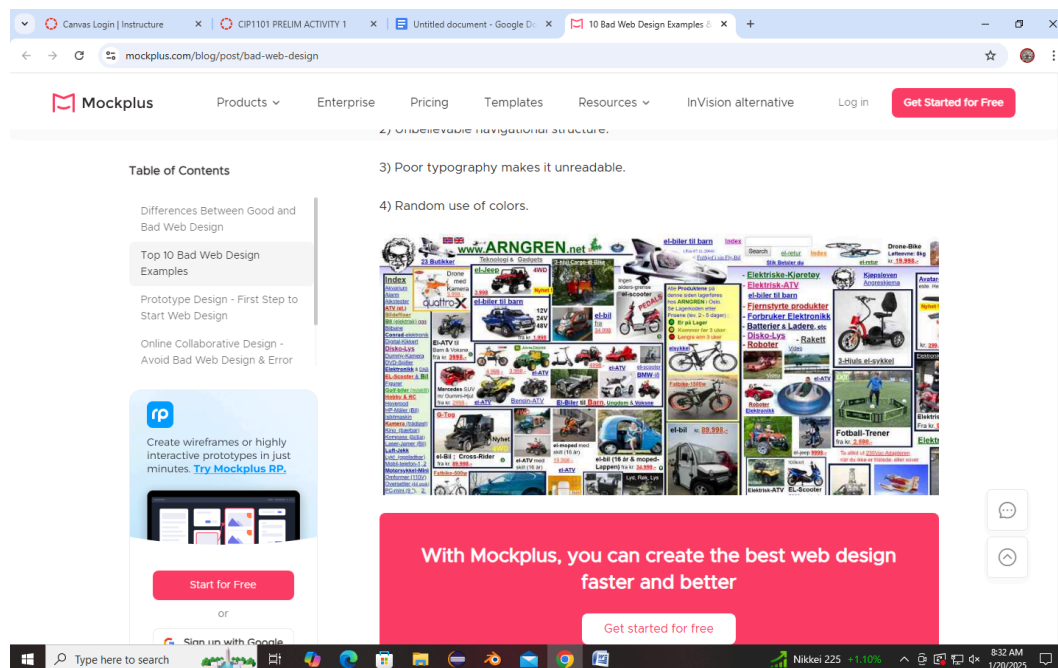


Name: Benito Hosea Q. Asa

Grid – is the foundation of web layouts, organizing content of rows and columns to ensure structure and balance. It is a horizontal and vertical line creating a pattern against which we can line up our design elements. It helps to create visual hierarchy, alignment, and consistency.

Best practices

1. Use a 12-column grid system for flexibility and scalability.
2. Align content consistently within the grid for a clean look.



Call-to-action (CTA) - are interactive elements designed to encourage users to take specific actions.

Best practices:

1. Make CTAs visible by using contrasting colors and bold fonts
2. Limit the number of CTAs on a page to avoid overwhelming users.

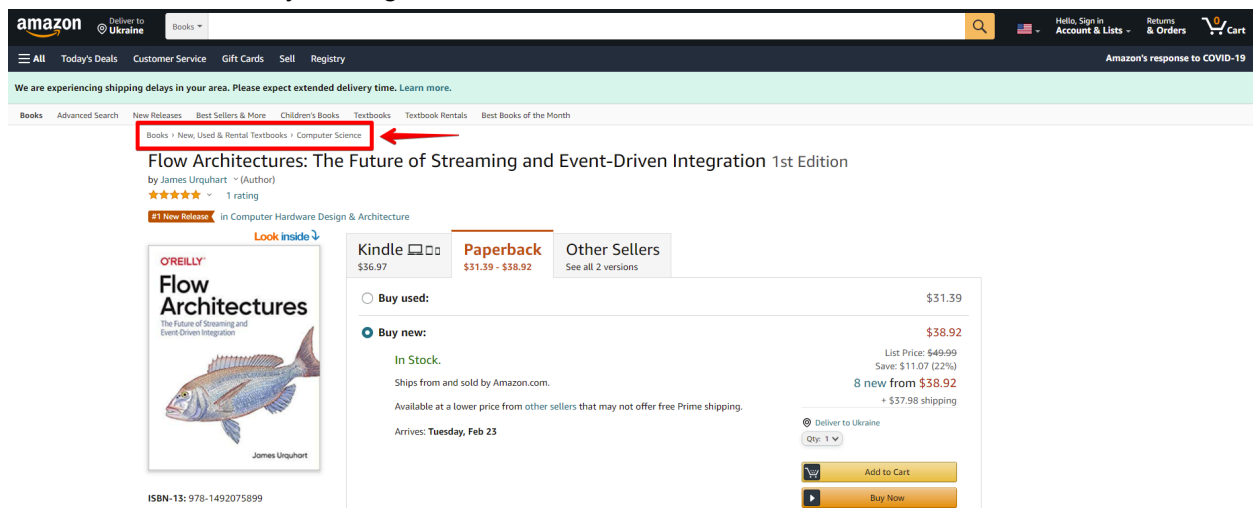
Website: <https://jungle.marketing/internet-marketing-articles/call-to-action/>



Breadcrumbs - are navigational aids that show users their current location in the site hierarchy. It improves navigation, enhances user experiences, and helps user retrace their steps.

Best practices:

1. Place at the top of the page, above the main content.
2. Avoid clutter by limiting the number of breadcrumb levels.



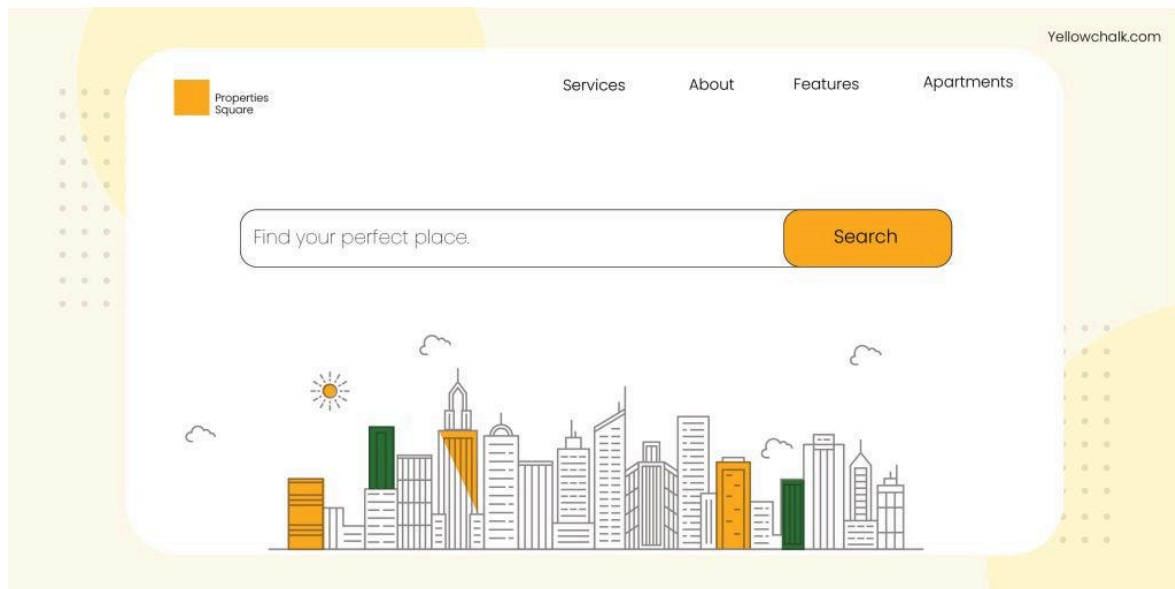
Search Bar - Enables users to quickly find specific content. It saves time and improves usability, especially on large websites.

Best practices:

1. Prominent placement
2. Auto-suggestions for quick search

Website:

<https://yellowchalkuiux.medium.com/8-essential-guidelines-for-designing-a-search-bar-aa4a134a167a>



Icons - are visual representations of actions, features, or content categories. It enhances user interface(UI) by simplifying complex ideas.

Best practices:

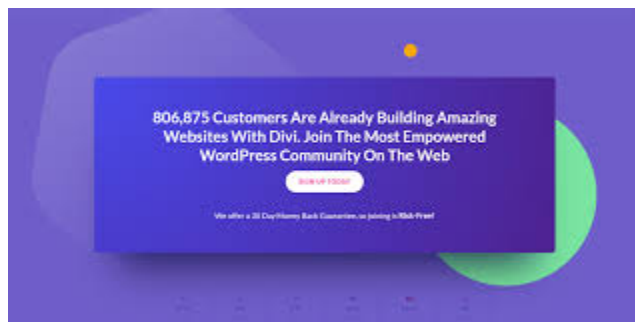
1. Use universally recognizable icons
2. Maintain consistency in style and size

Modal - are popup overlays used to capture attention or provide focused interactions. It displays necessary content without navigating away from the page.

Best practices:

1. Avoid overuse to prevent annoyance.
2. Allow users to close modal easily.

Website: <https://www.ramotion.com/blog/modal-web-design/>



Typography - Enhances readability, aesthetics and brand identity. It plays a pivotal role in conveying information effectively, creating a visually appealing user experience, and establishing a brand's identity.

Best practices:

1. Use a maximum of 2-3 font families to avoid clutter.
2. Choose web-safe fonts for consistency across browsers.
3. Maintain sufficient contrast between text and background for readability.

Website: <https://webflow.com/blog/7-typography-trends-in-web-design>

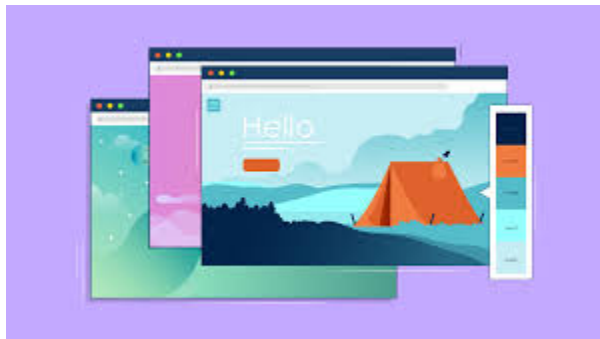


Colors - Enhances branding and user engagement.

Best practices:

1. Use a limited color palette (3-5 main colors) to maintain consistency.
2. Follow contrast guidelines for accessibility.

Website: <https://visme.co/blog/website-color-schemes/>



Usability - ensures the website is easy to use and meets user needs.

Best practices:

1. Optimize the website for speed to reduce load times
2. Test Navigation
3. Conduct user testing

Website: <https://www.webalive.com.au/website-usability-guide/>



Consistency - It involves maintaining uniform design elements throughout the website. Builds trust and improves user experience.

Best practices:

1. Use a style guide to standardize fonts, colors, and components.
2. Ensure buttons, icons, and links behave the same across the site.

Website: <https://designmodo.com/consistency-web-design/>

