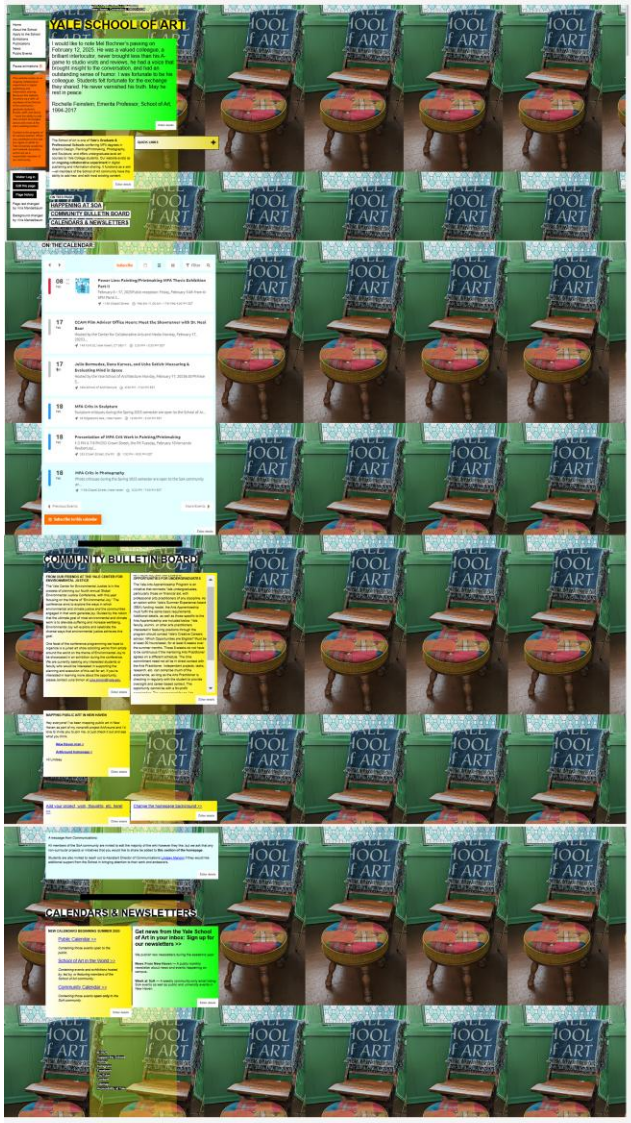
Website : https://www.art.yale.edu/

ORIGINAL



MODIFIED

Effectively improves **readability, usability, consistency, and navigation**. These refinements make the interface more **professional, engaging, and user-friendly**

1. Visual Hierarchy & Readability - Information Emphasis

Principle: Organizing content so that the most important elements stand out.

- **Original:** The text blocks were cluttered with bright, distracting background colors (yellow, green, and orange). The contrast between text and background was poor, making readability difficult.
- **Modified:** The colors are more subdued, with better contrast (darker backgrounds with lighter text), making the content easier to read.

Improvement: Enhanced readability by using a structured layout with better contrast.

2. Layout & Spacing - Content Organization

Principle: Proper spacing improves clarity and user focus.

- **Original:** The design was chaotic, with overlapping elements and uneven spacing.
- **Modified:** Content is structured into distinct sections, ensuring better alignment and spacing.

Improvement: Reduced cognitive load by improving layout organization.

3. Consistency & Alignment - Design Uniformity

Principle: Maintaining uniform styles improves user experience.

- **Original:** Different sections used various font styles, sizes, and colors, leading to an inconsistent look.
- **Modified:** Unified design with consistent text sizes, colors, and alignment.

Improvement: More professional and cohesive interface.

4. Navigation & Accessibility - User-Friendly Flow

Principle: Users should easily find what they need.

- **Original:** Information was scattered, requiring excessive scrolling.
- **Modified:** Sections are compact, categorized, and visually separated.

Improvement: Enhanced accessibility and user-friendly navigation.

5. Typography & Font Legibility - Text Readability

Principle: Clear and readable fonts enhance user experience.

- **Original:** Text used inconsistent fonts, varying sizes, and bold, bright colors, making it harder to read.
- **Modified:** Fonts are more uniform, properly sized, and have better contrast against the background.

Improvement: Improved readability and a cleaner, more modern look.

6. Content Prioritization – Text Clarity

Principle: Important information should be emphasized.

- **Original:** No clear emphasis on key updates.
- **Modified:** Featured content (e.g., *"Happenings at SoA"*) is highlighted properly.

Improvement: Users can quickly access relevant information.