

## Rationale

The topic of my website is “Online Personal Profile”. And the idea of the website is that it could be used as my online curriculum vitae and portfolio-resume. Therefore, the purpose of my website is demonstrating my abilities and achievements for the job application. And my intended viewers are employers who I want to go for an interview or send in my resume. CREATIVE BLOQ website (2017) explains that it is important to select the right imagery to design a website, a poster, a print ad or a social media campaign. Therefore, the type of my imagery is direct gaze and simplicity. My imagery almost is my work samples and my life. For example, in my second page, it is “about me”, so I use the image of my university to tell audiences what university I study. It is easy to help audience to get my point.

In my home page and second page, I use white color for the word in order to] contrast with the black and green background. It is more convenient to look through my website. According to GRAF1X website (2014), green is growth and healthy colors. Think of nature and see all the glories of green expressing renewal and life. Green and relaxed and peaceful color have very strong connection. It evokes a rich sense and a rich environment, while

providing a sense of tranquility and security. Therefore, I use some green images for my background. and it can give the audience a real and comfortable feeling. Moreover, in my other pages, I use white color for my background and blue color for my word. Color Wheel Pro website (2015) states that white is associated with light, goodness, innocence, purity and virginity. It is considered the perfect color. White means safe, pure and clean. In contrast to black, white usually has a positive connotation. White can represent a successful start. In heraldry, white represents faith and purity. Therefore, I think these pages are very clear and simple. I think my principle of my color is variety. Because variety creates Primary Principles and I use color to enhance contrast.

With regard to typography and size, the font I use is Rubik. Because I think this kind of font is easy and clear to recognize what word it is. Moreover, this kind of font is clear to show my information to the audience. On the other hand, the size in my sitemap is 0.8 and each title is 4.4. And in my second page, the content of font size is 3. However, in my third and fourth page, the content of font size is 1.5. And in my fifth and sixth pages, the content of font size is 1. I think this typography and size it is brief to show my important message in my website. Therefore, I also use variety to create the support principle and it is useful to focus on emphasis and visual hierarchy.

Finally, about the shape and line in my website, I use the timeline in my third and fourth pages. I use repeated shapes and lines to create a hierarchical

space. Moreover, I think using some shape and line can easily help audiences to pay attention to what you want to introduce. In my conclusion slide, I use the timeline to explain my academic history and previous work experience. It is clear to show my history and experience. And create variety emphasis and visual hierarchy to achieve Support Principles.

## Reference

CREATIVE BLOQ website. 2017. 5 ways to use imagery to create better branding. Retrieved from: <https://www.creativebloq.com/inspiration/5-ways-to-use-imagery-to-create-better-branding>

GRAF1X website. 2014. Color Meaning and Psychology of Red, Blue, Green, Yellow, Orange, Pink and Violet colors. Retrieved from: <https://graf1x.com/color-psychology-emotion-meaning-poster/>

Color Wheel Pro website. 2015. See Color Theory in Action. Retrieved from: <http://www.color-wheel-pro.com/color-meaning.html>