

Site analysis

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Proximity

What is Proximity?

Proximity refers to the relationship between grouped visual elements — where and how they are placed on a web page. It involves positioning related items close together so they are visually perceived as a group.

Why Proximity Matters?

Proximity plays a key role in user experience by helping users quickly identify related content. This improves navigation and minimizes the effort needed to find information.

What Affects Proximity?

White space and grouping directly influence proximity. Grouping allows users to smoothly transition from one section of content to another, using visual hierarchy and grid systems to support easy scanning. Hierarchy clarifies the importance and relationship of elements, while white space — both micro (between elements) and macro (around blocks) — defines structure and improves readability. Grids help organize content into logical groupings with consistent spacing, making proximity easier to apply.

How Proximity Was Applied?

I applied proximity by adding padding to the sides of the webpage, creating space between the content and the edges. The header title was centered, with padding between the top of the navigation bar and the top of the page. Looking back, I believe the side padding could be reduced slightly to help the page feel like it's a web page designed for a large screen rather than a cellphone screen. I also feel that the background navigation bar spread should stretch the entire length of the screen along with the footer to create the feel of a reactive screen instead of an abrupt cutoff.

Alignment

What is Alignment?

Alignment refers to the placement and positioning of elements in relation to each other on a page. It helps guide the user's eyes, contributes to a clean layout, and improves both readability and overall design.

Why Alignment Matters?

When implemented effectively, alignment builds a sense of hierarchy and flow — directing the viewer's attention and enhancing visual appeal. It creates harmony and consistency across a site. Alignment also supports responsive design by ensuring the layout adjusts well to different screen sizes.

What Affects Alignment?

Common types of alignment in web design include left, right, center, justified, horizontal, and vertical. Each serves a specific function. For example, left alignment is typically used for body text in Western languages, while center alignment highlights headers or key statements. Vertical alignment helps arrange items within columns or containers. Grid systems and reading patterns further influence alignment decisions, helping to maintain structure and visual flow.

How Alignment Was Applied?

I used left alignment for the main body text and vertical alignment in the gallery. For the navigation bar, I centered the text within each navigation box. However, I should have used vertical center alignment to ensure the text was visually centered within its space and aligned consistently with surrounding elements.

Repetition

What is Repetition?

Repetition involves using consistent patterns, colors, fonts, and design elements throughout a website to establish visual cohesion and brand identity.

Why Repetition Matters?

People are naturally drawn to patterns. Repetition reinforces familiarity, which helps users quickly understand how to navigate a site and recognize related content.

What Affects Repetition?

Repetition can be reflected in consistent logo placement, a unified color scheme, recurring graphical elements, consistent typography, and uniform navigation or footer styles. These help maintain a cohesive user experience and reinforce branding.

How Repetition Was Applied?

I applied repetition by maintaining a consistent color pattern across the site. However, I believe the footer would benefit from a color that either matches or complements the navigation bar more closely to strengthen overall unity.

Contrast

What is Contrast?

Contrast is the visual difference between two or more elements. It helps highlight important content and creates visual interest by juxtaposing opposing elements such as light vs. dark, large vs. small, or round vs. angular.

Why Contrast Matters?

Contrast enhances hierarchy by making certain elements stand out. This directs user attention, improving navigation and readability.

What Affects Contrast?

Contrast can be achieved through color, size, spacing, shapes, foreground/background combinations, and element types. High contrast helps guide users and can improve accessibility.

How Contrast Was Applied?

I attempted to apply contrast through color, but I now think that a lighter background color would offer a better visual contrast and improve readability compared to the one I chose.

Typography

What is Typography?

Typography is the use of text styles and fonts to convey meaning, tone, and hierarchy on a website.

Why Typography Matters?

Typography affects how users interpret and engage with your content. Different font styles can convey different emotions or levels of formality. Effective typography improves readability, enhances visual appeal, and strengthens brand identity.

What Affects Typography?

Typography is influenced by font choice, size, line height, spacing, and contrast. Fonts are generally classified as serif or sans-serif. Serif fonts have small decorative strokes, while sans-serif fonts do not, making the latter more modern and minimal. Pairing fonts can create visual variety, but it's safest to use fonts from the same family, such as Helvetica Light Italic and Helvetica Bold. Readability is also impacted by line height and font size — especially on smaller screens.

How Typography Was Applied?

I chose Hepta Slab as the primary font for my site's typography. It is a serif typeface with a large

font family and multiple weight options, giving me flexibility across different sections of the site. I selected this font because it conveys a friendly and energetic tone, which supports the overall feel of my website. If I were to make a change, I would consider using a title font with greater letter spacing (tracking) to enhance readability, especially at larger sizes or for users scanning quickly.