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Understanding UX and Web Design Principles

The design principles are encompassed into five key elements: contrast, repetition, alignment, balance, and proximity. Each element plays a key role in the design of a web page from both the design perspective but also the user experience or UX. Having one or more elements underperform can drastically alter the look and feel of a website and for some make it outright unusable or otherwise unbearable to use.

While I do not specialize in design I have learned on multiple occasions the five design principles and have gotten to the point of subconscious use to some degree. In regards to my web page design I am well aware that the current iteration is lacking in regards to balance as I could not figure out a clean enough way to get the desired outcome. This resulted in large swaths of white space on either side of the web page that could have been filled with different colors to help with the proximity of each section and contrast of each element. Scale and color were both attempted but in the event one did work the balance would still be off to some degree as the images used are large while the text blocks are small, a habit acquired from my powerpoint presentation days in high school. On the other hand there is a decent amount of contrast mainly with the color of the text to make it readable but beyond that there is nothing of note. Repetition can be seen with the zipper pattern of text, picture, text, picture going down the web page. The implementation of this is to both help with proximity by grouping together the image and text blocks, but the repetition as well. Proximity is further enhanced with the gutters placed between each image text block pairing allowing for greater differentiation between each segment of information. Lastly alignment is used sparingly with keeping all the information, that being text and images, center aligned. This is in part due to my lack of understanding on placement of objects around the web page but also because I prefer the straightforward approach.

If given more time and a greater pool of understanding of both HTML and web design I would most likely add foldout and animations to each section, to where the user hovers or clicks on a drawer and the information rolls out onto the screen. By doing this the amount of information shown to the user would be minimal and would be interactive in that the user sees what they want to instead of being forced to consume a set of information at a given time. I am uncertain if this would be good web design but the few websites I remember seeing in the past had something similar to this and I feel it worked nicely. Otherwise I felt the color palette for Fernscape Interiors is rather restrictive on the contrast of the web page as there are three greens, two browns, black and white. Perhaps I need to think differently or try combining different combinations of the given color palette together, but from my current experience I feel limited. Hopefully with more time I can further add to the web page to better improve the user experience and overall design.

Works Cited

“The 5 Design Principles (but in Web Design).” *www.youtube.com*, www.youtube.com/watch?v=A8bsrYqn0NQ.

“The 12 Principles of Design Explained: Complete Guide + Uses.” *Logo.com*, logo.com/blog/principles-of-design.

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