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GRA 310

June 10th, 2024

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 I had more experience I would fill the sides of the web page with designs or at the very least have some sort of matching pattern for Nebula Coffee filling in the white space, as the white space is not as present on a narrower display. Additional images of the shop's interior or the staff interacting with the customers would also be nice to add to show the community friendly aspect of the establishment. Last of note is more of a pet peeve is how the carousel snaps to the size of an image, causing the entire web page to adjust to the new size. This can be jarring and may be fixable with a bit more research on my part, perhaps setting a fixed size equal to that of the largest image?

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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