

IMPLEMENTING DESIGN TECHNIQUES

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GESTALT THEORY: When building our website, we ended up paying close attention to Gestalt theory as we were compiling each of the pages. Especially in regards to the Webinars and the several opportunities found on the “Opportunities” page, we utilised the principles of Good Figure and Proximity in order to help users understand which components are grouped together/relevant to each other. So, for instance; in specifically the Granting Opportunities, components that are related are closer together, surrounded by an enclosed box. Furthermore, a separation is made before moving onto the next grouping, creating visual context that they are not part of the same grouping.



SIGNIFIERS: Our website design also makes use of signifiers. In both the mobile and desktop menus, you can find icons beside the page name. These are intended to aid in understanding what each page is for. One of these signifiers, specifically, would be the house icon attached to the “Home” button. This helps visually signify to the viewer that that particular button is the “Home” button.



AFFORDANCES: Throughout the entirety of our website, several instances of affordances can be seen employed as well. A majority of our website functions through the use of buttons, which affords users to press in order for the experience to continue. This creates User interaction with our website, enhancing the user experience. An example of these buttons, aside from the menu buttons, would be the interactable buttons on the “About,” “Resources,” or “Opportunities” page.

