



Gestalt's principle: you can see that I have used some elements of Gestalt's principle. The horizontal symmetry in the first page between the top half and bottom half of the page is one of them. Some other examples are the contact us section and its group of circles. What I meant by this part was for profile pictures of our group's people and people that they can contact if needed.

Signifiers: Youtube, instagram, as well as company logos that I have placed there to signify links to our social media accounts.

Affordances: The most obvious affordance would be the play button on the resources page. I also used a down arrow symbol for a drop-down menu on the top bar of each page. This should roughly communicate that you can hover over the bar at some point and see a drop-down menu.