

Mini-Project 4

By: Roxanne Zhang
Andrew ID: chentinz

1. Part A: Similarity and Proximity
2. Part B: Font

Project Title & URL

Title: Global Warming

URL: www.andrew.cmu.edu/user/chentinz

Part A: Similarity and Proximity

Part A

Implementation for Similarity

According to the article, similarity is particularly affected by color. I use this concept throughout my website to create a clear visual hierarchy. At [Home page](#), I add background color to the [gallery](#) to separate that section from the other two and enhance similarity. At [Facts page](#), I use different colors for the [definition section](#) and the [solution section](#) so that users will not confuse about what section they are in. Additionally, at [Resources page](#), I use different colors for the grids in the [table](#), which implies that texts with different background colors convey different types of information.

Size is another tool I use in creating similarity. At [Facts page](#), the [definition list](#) introducing greenhouse gases has different sizes for image and description. Although they are all rectangles, elements with the same size are associated and interpreted as a group. At [Resources page](#), the [table](#) introducing other websites about global warming has three columns, each with a different size. Even though all the shapes are the same (rectangles), similarity in size causes users to interpret grids with the same size as elements that convey the same type of information.

Part A

Implementation for Proximity

According to the article, white space is an invaluable tool for creating proximity. In general, at **all three pages**, I use white space between different sections so that users will perceive elements in each section as related objects. More specifically, for the **gallery** at **Home page**, images and descriptions are displayed in close proximity in order to strengthen groupings and to differentiate them from other elements. At **Facts page**, white space is eliminated for the **definition list** and the **order list** so that the elements exhibit relation and are no longer perceived as separate objects when in close proximity. At **Resources page**, there is plenty of white space around the **table**. In this way, the table itself is perceived as a separate element from the others on that page, while all the grids inside the table are perceived as related objects because of close proximity.

Proximity is strong enough to overpower other elements of variation. For example, in the **definition list** at **Facts page**, even though the image and the text box are not the same in size, it does not overpower proximity and each grouping is still perceived as a separate element.

Part B: Font

Part B

Explanation for Font Choice

I used a combination of PT Serif (mainly for titles) and PT Sans (mainly for body texts) in my design. The website I developed is mainly aimed to teach children and young adults basic knowledge about global warming, so I want to keep everything clear and simple. It's often difficult to find a font that offers elegance, class and style without being too overly flamboyant and unreadable. Luckily, the combination of PT Serif and PT Sans matches that brief perfectly. PT Serif is a classic serif typeface, but it has a sense of class and elegance while still coming across as a relatively simple font that isn't too distracting. For my website, it's used in the navigation bar and in h1 and h2 titles. Since the font size for the navigation bar and titles are relatively large, using PT Serif wouldn't sacrifice readability.

For body text, I was looking for a font even simpler than PT Serif, and I believe PT Sans is the perfect partner. In PT Sans, each word is clear and easy to recognize, and the line height is also appropriate. More importantly, its simplicity helps to counteract some of PT Serif flair.

Part B

Explanation for Font Choice (Cont.)

Appropriate x-height is another reason why I chose the two fonts. As the book suggests, x-height is an essential factor to consider when choosing fonts. Typefaces with a large x-height in relation to total height has the effect of having less white space between lines of text. Similarly, fonts with larger x-height seem to appear darker and more crowded, potentially resulting in problems with readability. On the other hand, type with smaller x-height values tend to make the ascenders and descenders more visible, often making reading it easier on the eyes. PT Sans and PT Serif have relatively small x-height, which makes fonts more legible to uses.

Letter spacing is another aspect that I took into consideration when choosing fonts and styling texts. First of all, PT Sans and PT Serif are elegant fonts with appropriate spacing between each letter. Moreover, I assigned larger spacing to h1 and h2 titles because, according to the book, the designer can create a more airy, open fields by expanding the tracking across a word. It also improved readability and made the page look more organized.

Part B

Added Lines of Code

```
* {  
    font-family: "PT Serif","PT Sans";  
}
```

```
h1+p {  
    font-family: "PT Sans";  
    letter-spacing: 1px;  
}
```

```
.desc {  
    font-family: "PT Sans";  
    letter-spacing: 1.2px;  
}
```

```
h2+p {  
    font-family: "PT Sans";  
    letter-spacing: 1px;  
}
```

```
.col-lg-12 h2 {  
    font-family: "PT Serif";  
    letter-spacing: 2px;  
}
```

```
h2+p {  
    font-family: "PT Sans";  
    letter-spacing: 1px;  
}
```

```
#definition p { /*definitions of global warming*/  
    font-family: "PT Sans";  
}
```

```
#gas dd{  
    font-family: "PT Sans";  
}
```

Part B

Added Lines of Code (Cont.)

```
.consequences {  
    font-family: "PT Sans";  
    letter-spacing: 1px;  
}
```

```
.effect {  
    font-family: "PT Sans";  
}
```

```
.explanation {  
    font-family: "PT Sans";  
}
```

```
ol li{  
    font-family: "PT Serif";  
    letter-spacing: 3px;  
}
```

```
ol p{  
    font-family: "PT Sans";  
    letter-spacing: 1px;  
}
```

```
.name{  
    font-family: "PT Serif";  
    letter-spacing: 1.2px;  
}
```

```
.detail p{  
    font-family: "PT Sans";  
}
```