Moodboard

**Color Scheme:**

Monochromatic and Analogous: Utilizing various shades and tints of red with analogous accent colors such as yellow and orange to create a cohesive and dynamic look.

**Color Palette:**

**Primary Colors:**

FCEE21

F68B1F

**Font Used:**

Primary Font: Times New Roman (Serif) for its classic and sophisticated appearance, ensuring readability and a professional look.

Secondary Font: Times New Roman (Serif) used consistently to maintain a unified and elegant design.

Design Implementation

**Elements of Design:**

Line: Used to guide the viewer's eye and create visual connections between elements.

Shape: Simple, recognizable shapes to ensure clarity and focus.

Color: Monochromatic red palette with yellow and orange accents for contrast and emphasis.

Texture: Subtle textures to add depth without overwhelming the design.

Space: Effective use of white space to avoid clutter and improve readability.

Form: Use of shadows and gradients to add dimension to flat elements.

**Principles of Design:**

Balance: Symmetrical and asymmetrical balance to create visual stability.

Contrast: High contrast between dark red backgrounds and lighter text or accents to highlight important information.

Emphasis: Focal points created using bold colors and larger text sizes.

Movement: Design elements arranged to guide the viewer’s eye through the content in a logical sequence.

Repetition: Consistent use of fonts, colors, and design elements to create unity.

Proportion: Elements sized appropriately relative to their importance and function.

Alignment: All elements aligned to a grid system to ensure a structured and organized layout.

Unity: Harmonious composition achieved through consistent style and color use.

**Typography:**

Primary Font: Times New Roman, used for its readability and classic appearance.

Hierarchy: Different font sizes and weights to establish a clear hierarchy, with headers in larger, bold text and body content in regular, smaller text.

Alignment: Text aligned consistently according to the grid system to ensure readability and a clean look.

**Colour Theory:**

Monochromatic Scheme: Shades of orange to create a cohesive look with depth and interest.

Analogous Accents: Yellow and orange to provide contrast and highlight key areas.

Psychology of Color: orange conveys energy, urgency, and importance, while yellow adds warmth and friendliness.

**Grid System:**

Grid Structure: Consistent use of a grid system to align elements and maintain a structured layout.

Columns and Gutters: Defined columns and gutters to organize content and provide visual separation.

Responsive Design: Grid system adaptable to different screen sizes to ensure usability across devices.

**Design Rationale**

**1. Namecard**

**Objective:** The goal is to create a professional and visually appealing namecard that reflects the identity of Ching Hao Min as a web developer specializing in digital design and development. The design should convey a modern, creative, and innovative aesthetic while ensuring clarity and functionality.

**Target Audience:**

* Potential clients looking for web development services.
* Industry professionals and collaborators within the digital design and development space.

**Design Concept:** The namecard design features a sleek, modern layout with a strong emphasis on color theory and visual impact. The front of the card prominently displays the logo ("MIN"), using a gradient that transitions from red to yellow, symbolizing creativity and innovation. The back of the card includes essential contact information and a brief description of services, maintaining consistency in color and style.

**Color Scheme:**

* **Primary Colors:**
  + **Red:** Represents passion, energy, and action, aligning with the dynamic nature of digital design.
  + **Yellow:** Symbolizes creativity, optimism, and innovation, reflecting the forward-thinking approach of the designer.
* **Background:**
  + **Black:** A neutral, professional color that provides contrast, allowing the vibrant colors to stand out.

**Typography:**

* The text is presented in a clear, bold sans-serif font to ensure readability and convey a modern, clean look.

**Layout and Design Elements:**

* **Front:**
  + The logo ("MIN") is the focal point, centered on the card with a gradient effect that transitions smoothly from red to yellow. The design is minimalistic, with no additional text or elements, allowing the logo to stand out.
* **Back:**
  + The gradient bar at the top mirrors the front design, creating a cohesive look.
  + The designer's name (Ching Hao Min) is prominently displayed in a bold font, followed by the job title ("Digital Design and Development").
  + Contact details (email, phone number) are listed below, with a clear label ("Web Developer") to emphasize the professional role.

**Application of Gestalt Principles and Color Theory:**

1. **Figure-Ground:** The use of a black background creates a strong contrast, ensuring that the logo and text stand out clearly.
2. **Proximity:** Contact information is grouped together for easy readability, with logical spacing that guides the eye naturally.
3. **Similarity:** The consistent use of the gradient color scheme across both sides of the card reinforces brand identity.
4. **Continuity:** The flow of the gradient from the front to the back of the card creates a seamless visual connection between the two sides.
5. **Closure:** The minimalist design invites the viewer to focus on the key elements without distraction, allowing for a strong and memorable impression.

**Summary:** The namecard design Ching Hao Min is a well-balanced combination of modern aesthetics and functional design. The use of vibrant colors, clean typography, and strategic layout ensures that the card is not only visually appealing but also effectively communicates the designer's brand identity and professional information. The design aligns with the overall mission to foster creativity and innovation, making a lasting impression on potential clients and industry contacts.

**2. Chat Sticker:**

**Concept:**

The design represents a variety of human emotions through simplified, pixelated facial expressions on cube characters. The minimalist style with geometric shapes and limited color palette aims to capture a playful and approachable aesthetic.

**Color Scheme:**

* **Yellow**: The base color for the cubes is a bright, cheerful yellow, evoking positivity and energy. Yellow is often associated with happiness and creativity.
* **Black**: Used for the eyes, eyebrows, and mouth outlines, providing strong contrast and ensuring facial features are easily distinguishable.
* **Pink**: Subtle use for the mouth adds a gentle, friendly touch.

**Design Elements with Gestalt Principles:**

1. Facial Expressions: Each cube character has a unique facial expression, conveying different emotions. This diversity in expressions can resonate with various user moods and interactions.
2. Pixelated Style: The pixel art style simplifies the design, allowing the brain to easily recognize and interpret the characters. Gestalt principles of simplicity (Prägnanz) are at play here, as the brain prefers simple, stable, and symmetric shapes.
3. Cube Shape: The use of a 3D cube adds depth and dimension to the characters, making them visually interesting while maintaining a consistent shape across all variations. The Gestalt principle of continuity ensures that viewers perceive the cubes as three-dimensional objects.
4. Bordered Squares: Each character is framed within a black-bordered square, providing structure and uniformity. This helps in organizing the characters in a neat, grid-like arrangement, making it visually pleasing and easy to navigate. The Gestalt principle of proximity explains how the grouping of cubes within squares helps viewers perceive them as related items.

**Application:**

* **User Avatars**: These characters can be used as avatars in digital platforms, where users can select an avatar that matches their current mood or personality.
* **Emoticons/Emojis**: The distinct expressions make them suitable as emoticons or emojis in messaging apps, adding a personalized touch to digital communication.
* **Educational Tools**: The characters can be utilized in educational materials for teaching emotions to children in a fun and engaging way.

**Gestalt Principles Summary:**

1. **Proximity**: The characters are grouped closely within their squares, which helps users perceive them as related items.
2. **Similarity**: Despite the different facial expressions, the consistent use of color, shape, and style makes the characters recognizable as part of a set.
3. **Figure-Ground**: The clear black borders around each character help distinguish the characters (figure) from the background (ground).
4. **Continuity**: The consistent cube shape and pixelated style help viewers perceive the characters as three-dimensional and part of a coherent set.
5. **Closure**: The brain tends to fill in gaps to create a whole object. Even with the simplified pixelated design, viewers can easily recognize the facial expressions and emotional content.

**Summary:**

The design effectively combines simplicity with expressiveness, using color and geometric shapes to create a set of characters that are both visually appealing and versatile in their application. The pixelated cube characters with varied expressions can enhance user interaction and engagement in multiple contexts.

**3. Portfolio Website:**

This design features a multi-page website for the Modern Interactive Network, showcasing a consistent and visually appealing layout. Each page adheres to the principles of user-friendly design and Gestalt principles to create a cohesive and engaging user experience. Additionally, color theory, vision, and mission statements are integrated to provide a comprehensive design rationale.

**Vision and Mission:**

**Vision**: "To be a leading platform that fosters creativity and innovation, connecting designers with opportunities to showcase and develop their skills."

**Mission**: "To provide a dynamic and user-friendly platform that supports designers in building their portfolios, gaining exposure, and networking with industry professionals."

**Concept:**

The website is designed to introduce the Modern Interactive Network, highlight the portfolio, provide information about the designer, and offer contact details. The use of consistent color schemes, typography, and layout ensures a professional and approachable aesthetic.

**Color Scheme:**

**Primary Colors**:

* **Yellow**: Associated with energy, happiness, and creativity. It evokes feelings of optimism and enthusiasm, aligning with the network's vision to foster creativity.
* **Orange**: Represents enthusiasm, encouragement, and stimulation. It complements yellow by adding warmth and a sense of innovation.

**Background**:

* **Light Grey**: Provides a neutral and calming canvas that ensures the content stands out while maintaining a professional look.

**Design Elements with Gestalt Principles and Color Theory:**

1. **Logo and Navigation Bar**:
   * The logo (MIN) and the navigation bar are placed at the top of each page, ensuring easy access and a consistent user experience. This follows the Gestalt principle of **continuity**, guiding the user's eye smoothly across the interface.
   * **Proximity** is used effectively here, as the navigation links (Portfolio, About Me, Contact) are grouped together, making it easy for users to understand they belong to the same navigation menu.
   * **Color Theory**: The use of yellow and orange in the navigation bar not only draws attention but also creates a warm and inviting atmosphere.
2. **Home Page**:
   * **Proximity**: The greeting message and the designer's photo are placed close together, indicating they are related pieces of information.
   * **Figure-Ground**: The yellow and orange gradient boxes provide a visual background that highlights the central content, helping users focus on the main elements.
   * **Similarity**: Consistent use of color and shape for the gradient boxes across the pages reinforces the cohesive look and feel of the website.
   * **Color Theory**: The warm gradients attract attention and make the introduction more engaging.
3. **Portfolio Page**:
   * **Similarity**: The three portfolio sections (Year 1, Year 2, Year 3) are designed similarly with red placeholders and “Here” buttons, creating a uniform appearance.
   * **Proximity**: The portfolio sections are placed close to each other, indicating they belong to the same category of content.
   * **Closure**: Users can easily perceive the incomplete placeholders as parts of a complete portfolio display, prompting them to click for more details.
   * **Color Theory**: Red placeholders provide a strong contrast against the light grey background, drawing attention to the portfolio items.
4. **About Page**:
   * **Proximity**: The text blocks for “About the company” and “About Me” are grouped within a single content area, indicating they are related but distinct sections.
   * **Figure-Ground**: The gradient boxes and text are separated clearly, ensuring the text content stands out against the background.
   * **Similarity**: The use of the same gradient boxes and layout style as the home page creates visual consistency across the site.
   * **Color Theory**: Consistent use of warm colors maintains the inviting and engaging atmosphere.
5. **Contact Page**:
   * **Proximity**: Contact information (email, phone, address) is grouped together, making it easy for users to find all contact details in one place.
   * **Figure-Ground**: The contact button (“Click here to contact me”) is prominently placed and differentiated by color, drawing the user's attention.
   * **Similarity**: The consistent use of color and design elements ensures users recognize this page as part of the same website.
   * **Color Theory**: The prominent orange button encourages user interaction by standing out against the background.

**Application:**

* **User Experience**: The website’s design principles ensure a seamless and intuitive user experience, making it easy for visitors to navigate and find information.
* **Visual Cohesion**: By applying Gestalt principles, the design maintains a cohesive visual structure, enhancing the overall aesthetic appeal and functionality of the site.
* **Color Theory**: The deliberate use of colors supports the vision and mission of the network, creating an inviting and stimulating environment that reflects creativity and innovation.

**Gestalt Principles Summary:**

1. **Proximity**: Grouping related items together helps users quickly identify and understand the structure and content of each page.
2. **Similarity**: Consistent use of colors, shapes, and styles creates a cohesive look, making the website visually appealing and easy to navigate.
3. **Figure-Ground**: Clear separation of content from the background ensures that important information stands out.
4. **Continuity**: Smooth visual flow across the navigation bar and content areas guides users naturally through the website.
5. **Closure**: Encourages user interaction by prompting them to engage with incomplete elements (e.g., portfolio placeholders).

**Summary:**

The Modern Interactive Network website effectively uses Gestalt principles and color theory to create a user-friendly, visually cohesive, and engaging design. The consistent use of color schemes, typography, and layout, combined with a clear structure and intuitive navigation, ensures a professional and approachable online presence. The vision and mission statements guide the overall design philosophy, creating a platform that supports creativity, innovation, and user engagement.

**Moodboard Summary**

The moodboard for all three components (name card, chat sticker, portfolio website) focuses on a cohesive visual identity that balances professionalism with modern aesthetics. The monochromatic and analogous color scheme of various shades of red with yellow and orange accents creates a striking visual impact. The use of Times New Roman ensures readability and sophistication. Design elements such as line, shape, and space, principles of design like balance, contrast, and unity, along with a structured grid system, ensure visually appealing and effective designs. Each component is designed to serve its purpose effectively while maintaining a unified brand image.