

09 Site Analysis

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Proximity

Proximity is how close or far different elements are in relation to each other. Using proximity well can create good visuals and reduce clutter to make the overall page easier to look at.

I have used proximity by moving different things around to show connection with different items. When proximity is used well it can help direct the user's eye to certain information. On my pricing page I used proximity to show the different prices of the seeds. The spacing helps the user organize the information and clearly see the price for each item.

Alignment

Alignment is how different items are arranged on the page. Similar to proximity, it refers to lining up different things and uses proximity.

I have used Alignment by making sure different pictures and words align with each other so as to not bring distractions or tangents to my page. On my forms page especially I made sure the words and different lines of text aligned well with each other. By keeping each category in its own square and aligning the items vertically, it creates a smoother list for the user to look at.

Repetition

Repetition is repeating and using a certain design multiple times in an area, like a webpage. When repetition is used, it can make a certain piece of information stand out strongly to the user.

I have used Repetition by repeating the format of the pictures in my gallery. By using the same set up on each one, it creates unity on my page and makes the page easier for the user to navigate. The repetition in my gallery page helps reiterate what I am trying to show and the user can clearly see the pattern I am following in my design.

Contrast

Contrast is the difference between elements, such as color or shape. When a design has multiple parts of it that have high contrast, it can be more interesting to the eye and display the information clearly to the user.

I have demonstrated Contrast by creating a large difference in my background color and my text color. By using a dark teal for the background and a white for the text, it makes the text on the screen a lot easier to use. There is also good contrast in my hover effect over the nav bar so you can clearly see when you are hovering or if the page is active.

Typography

Typography is the type of font that you use and the combinations of different typefaces. Typography can establish what kind of site you have based on how it makes the user feel. For example, more professional typefaces can make your page seem more modern and clean.

I have followed the Typography principles by using a font that matches the content of my page to display my information. I also made sure to keep the same font throughout the entirety of the page to create cohesion with my information. Looking back I probably could have used a combination of different typefaces for a more diverse web page overall.