

Contrast

My website employs contrast effectively through its color scheme and typography. The headers and footers are designed with a dark teal color (#005f73), contrasting with the lighter backgrounds (#f4f4f4 and #f0f0f0). This not only makes these sections visually striking but also improves readability. The color choice is also related to the HFX Wanderers color scheme; my current club. The fonts used further enhance this contrast, with bold and larger fonts for headings and simpler, smaller fonts for body text, establishing a clear visual hierarchy. Hopefully appealing to the eye ;).

Repetition

Consistency is key to any good website design, this is not different for mine. Evident in the repetition of style elements. The header and footer styles, with their distinct colors and layouts, are consistent across all pages. I have done so to establish a recognizable and professional look across my personal website. The navigation menu is also uniformly styled, reinforcing the site's design language and aiding in user navigation for all parties.

Alignment

The layout of my website is carefully constructed using grid, grid area and flexbox layouts, contributing to a neat alignment of content. In `playingcareer.html`, the grid layout offers a structured presentation, while `highlights.html` uses a flexbox layout for a balanced distribution of content. Grid area is used to elegantly structure my `index.html` file. This alignment adds to the organized and aesthetically pleasing appearance of my project.

Proximity

Proximity is crucial and I employed it by grouping related content, enhancing the logical structure and digestibility of my website's information. In `playingcareer.html`, the club history list is a prime example, where related items are clustered together, making it easier for users to process the information. Similarly, `highlights.html` groups related news articles and statistical data, aiding in the user's cognitive organization of content, all of my information related to my professional career is neat and connected.

Balance (Additional Design Theory)

Balance in design refers to the equitable distribution and arrangement of visual elements, creating stability and harmony. My website showcases balance in several ways:

- **Symmetrical Balance:** The headers and footers across the pages are symmetrically balanced, contributing to a sense of stability and formality.
- **Asymmetrical Balance:** The content in `playingcareer.html`, with an image on one side and text on the other, creates an engaging yet balanced layout.
- **Color Balance:** The teal and white color scheme, consistent across the site, unifies the various elements, enhancing the visual cohesion.

- Element Weight: The distribution of different elements, such as large images versus blocks of text, is handled in a way that maintains visual equilibrium, evident in the layout of highlights.html.

Conclusion

Through the adept application of the C.R.A.P. principles and the incorporation of the Balance theory, my professional career project demonstrates a refined and user-friendly design. Contrast ensures my site is visually engaging and easy to read, repetition creates a consistent and recognizable appearance, alignment contributes to an orderly layout throughout my 3 distinct html files, and proximity aids in the logical grouping of content. The incorporation of Balance further elevates the design, ensuring that the website is not only visually appealing but also maintains a sense of harmony and cohesiveness. This thoughtful design approach not only enhances the aesthetic appeal but also significantly improves the functionality and usability of the website.

Alexander Dawson. 2011. *Distinctive design: A practical guide to a useful, beautiful web*, Chichester, West Sussex: John Wiley & Sons.