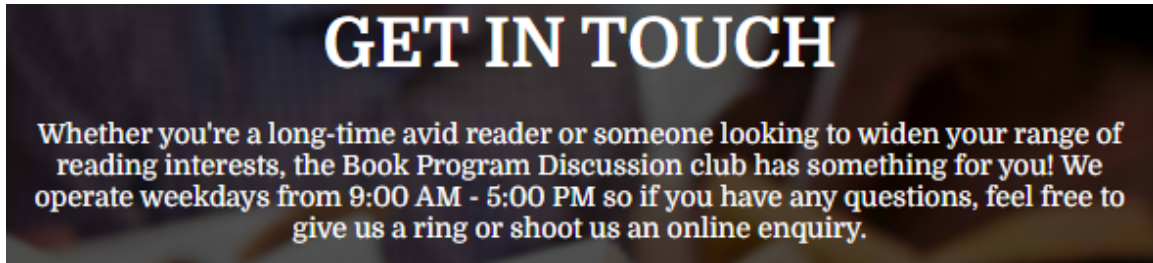


COMPSCI 345

A2: High-Fidelity Prototype

General Design Choices

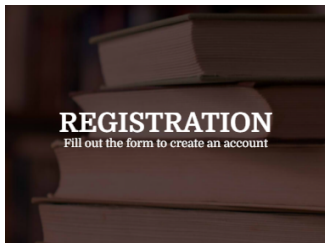
Font



For this assignment, my main objective was to recreate the website to be modern and clean while still incorporating elements of a “book club” in the design. Hence I deliberately chose to use a serif font, “Domine”, as serif fonts are most commonly used in physical book copies and would thus provide a sense of context and familiarity to the user.

Colour Scheme

I also used the custom colour as an accent rather than the primary background colour. I used my custom colour along with white as the strong contrast would make it easy for the user to read text on the page as well as distinguish different elements from each other. Additionally, rather than using a multitude of different colours, I thought my custom colour would work best with a select few which is why I went for a monochrome scheme and used



white and dark greys/black to complement it.

For the registration form, I edited the hue/brightness of the image on the left so that despite it not being a solid block of my custom colour, it would still fit in accordingly to the overall colour scheme. I made sure that it was dark enough for the white text on top to still be legible.

Gestalt Principles

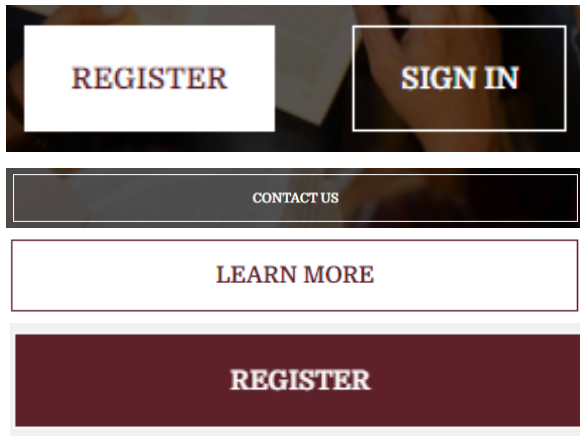


Proximity

I used the proximity principle with respect to multiple elements on the page. For example, a major part of the website which utilises this principle are the four sections going down the page (the header, the book of the week section, get in touch section and the footer). By creating a visual distance (e.g. through whitespace) between these four sections, it allows the user to understand that each section contains a set of information different or irrelevant to the other.

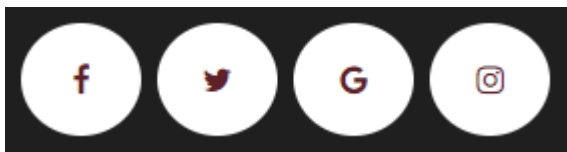


Another example is that within a section (e.g. the book of the week section), the photo of the book cover being in close proximity to the surrounding text makes it easy to see that the content of the text is related to the displayed image.

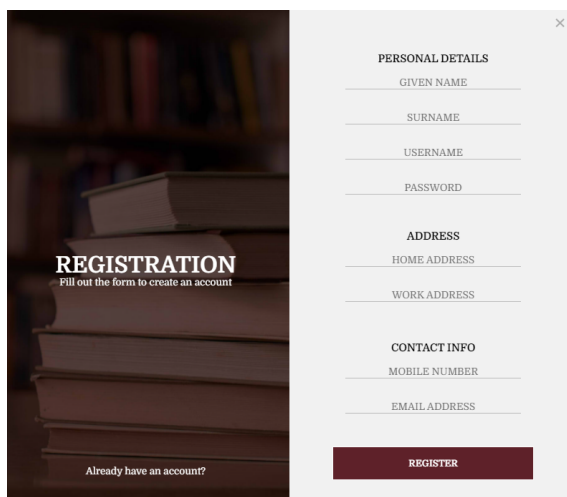


Similarity Principle

The principle of similarity is another Gestalt principle that I heavily used in designing the website. For example, the buttons through the page are similar in format. Although they vary slightly in colour (e.g. the “Register” is different to the “Sign in” button to avoid confusion on which button is for what), the general appearance of a bordered rectangle containing text stays constant so that it is easy to group them all as buttons.



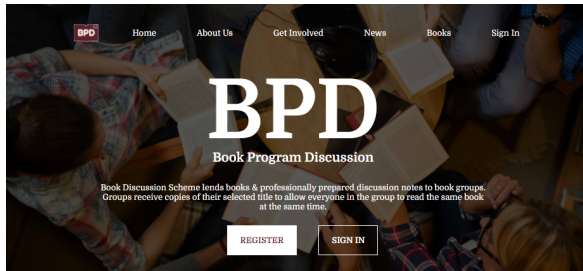
In addition, the social media buttons at the footer are identical except for the logos. This allows the user to see that these are related and will group them together as links to different social media pages.



Continuity Principle

Continuity is most predominant in the registration form. Although there are two “sides” on the form, it is easy to see the flow. The user will typically first read through the text on the left and then will move on reading through the text on the right. As there is already a vertical split in the middle, I made sure that the content on each side must only flow in one direction (i.e. down the page) and that there wasn’t more than one input field on each line. This encourages the user to intuitively read vertically down each section

instead of looking in all directions around the form due to confusion.



Area (Smallness) Principle

I used the area principle on the book cover in the middle section. By making this image comparatively smaller with respect to the large header image, the book cover is able to be perceived as an object/figure and the header image is able to be seen as the background. This allows the user to turn their focus on the book cover which is more important and relevant than the header image.



Design Principles

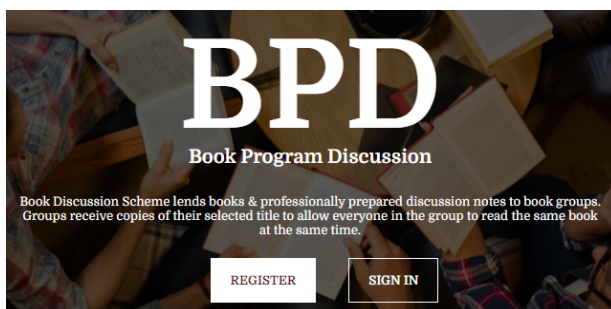
BPD BOOK OF THE WEEK THE STARLESS SEA

From the New York Times bestselling author of *The Night Circus*, a timeless love story set in a secret underground world—a place of pirates, painters, lovers, liars, and ships that sail upon a starless sea. Zachary Ezra Rawlins is a graduate student in Vermont when he discovers a mysterious book hidden in the stacks.

Balance

I have used the principle of balance in the majority of sections on the page. For instance, I used a bold, large text to emphasize the book title and allow it to be the first thing that catches the user's attention. The surrounding text around it is

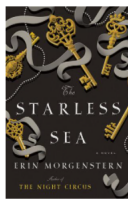
much smaller in comparison — this helps to achieve a balance in weight and also allows the book title to remain the focal point of the section. No one section of text is excessively longer/shorter than the others to keep symmetry and central balance.



Emphasis

I have used the emphasis principle quite dramatically on the header section. There is a strong contrast between the dark background and the white text to shift the focus from the image to the foreground of text. The font size of "BPD" is made to be deliberately large and is also centered on

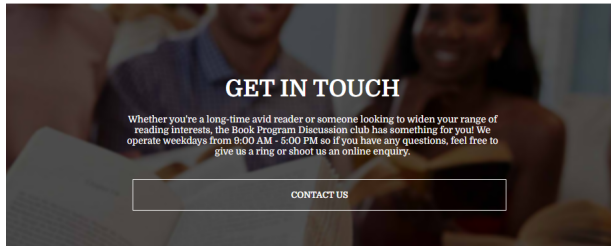
the page to immediately draw the user's attention in. I have also left some whitespace between "BPD Book Program Discussion" and the following paragraph to emphasize the fact that the main focus is the organisation name and the paragraph is just a supplementary descriptor.



BPD BOOK OF THE WEEK
THE STARLESS SEA

From the New York Times bestselling author of *The Night Circus*, a timeless love story set in a secret underground world—a place of pirates, painters, lovers, liars, and ships that sail upon a starless sea. Zachary Ezra Rawlins is a graduate student in Vermont when he discovers a mysterious book hidden in the stacks.

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Unity

I ensured that throughout the whole page, there was a good balance between unity and contrast. Each section is roughly the same size with layouts that aren't necessarily identical, but similar enough that they fit in with the rest of the website (i.e. a bold, large text followed by a paragraph with smaller font and then a button). The buttons follow the same colour schemes of white and a dark burgundy red (my custom colour) and the font stays consistent throughout the whole design. However, while I tried to

keep as much commonality within the website as possible, I think it was just also important to incorporate some slight variation and contrast to keep the user's interest. Therefore, I made sure to use alternating dark and white backgrounds as using the same colour throughout the entire page would have made it seem like it was dragging on the user's attention. The book of the week in the center section also had a deliberately different layout to the sections surrounding it to keep the user engaged.

References

Images

Header image:

<https://image.cnbcfm.com/api/v1/image/104702698-GettyImages-583816330-book-club.jpg?v=1532563764>

Book cover:

https://i.gr-assets.com/images/S/compressed.photo.goodreads.com/books/1554996235/43565560._SY475_.jpg

Contact section image:

https://prh.imgix.net/articles/BookClub_1600x800.jpg

Registration form image:

https://quizizz.com/media/quizzes/acf74350-9e70-4e3b-9a78-c42124d1210e_900_900

Social media button logos:

https://www.w3schools.com/howto/howto_css_social_media_buttons.asp

Code

JavaScript modal window:

https://www.w3schools.com/howto/howto_css_modals.asp

Registration form input fields:

https://www.w3schools.com/html/html_form_input_types.asp