

# SEG3125 Assignment 1 Report

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**Your previous experience in JavaScript development, and what you did as tutorial videos/readings to acquire the necessary skills to do the current project.**

During my internships, I used JavaScript extensively to build interactive dashboard user interfaces. These dashboards involved data visualization, user input handling, and modular UI components. To strengthen my frontend development skills, I studied JavaScript fundamentals and best practices through online tutorials, documentation, and project-based learning. I also became familiar with Tailwind CSS by thoroughly reading its official documentation and applying it directly in my projects to create responsive and visually clean layouts.

**Provide links to at least 3 portfolio sites that have inspired you, either positively (liked) or negatively (disliked). Explain why they inspired you in one way or another.**

<https://motion.dev>

Inspiration: Positive

I was drawn to its clean and minimal layout, especially the card-based grid view. The subtle animations and clear hierarchy make it easy to navigate and visually engaging.

<https://stripe.com/>

Inspiration: Positive

I really appreciate Stripe's modern color palette and refined use of gradients. The overall branding and polish of the UI convey a sense of trust and professionalism.

<https://bruno-simon.com/>

Inspiration: More negative

This is a highly creative and interactive portfolio using WebGL, but I found it a bit overwhelming for showcasing content clearly. While it's technically impressive, it reminded me to prioritize clarity and user experience over excessive novelty.

**A link to your UI (on Github pages or other hosting site).**

<https://feiyu-lin-portfolio-seg3125.vercel.app/>

**A link to your Bootstrap code (on Github or other accessible development site).**

I used Next.js and tailwindcss

<https://github.com/feftywacky/SEG3125>

## **A. Colors**

### **i. What palette did you choose and why?**

The palette features a base of light, airy background colors, incorporating subtle gradients of soft blues and greens. This creates a calm, modern, and clean aesthetic, allowing the content to stand out.

Accent colors include a vibrant gradient shifting from purple to pink, used for calls-to-action (buttons like "Explore Other Projects," "View My Experience") and section headings ("Projects," "Experience," "Coming Soon"). This choice draws the user's attention to key interactive elements and important section titles.

The "Personal Portfolio" logo in the header also utilizes a green-to-blue gradient, reinforcing the fresh and contemporary feel. Text is primarily a dark grey or black, ensuring good readability against the light backgrounds.

This color scheme was likely chosen to be:

Modern and Professional: The use of gradients and soft, clean colors aligns with current design trends.

Visually Appealing: The gentle background gradients are easy on the eyes, while the vibrant accents add points of interest.

User-Friendly: High contrast between text and background enhances readability, and distinct button colors guide user interaction.

## **B. Typography**

### **i. What fonts did you choose and why?**

Headings and Titles: A clean, sans-serif font is used for headings (e.g., "Hello, I'm Feiyu," "Projects," "Experience," "Coming Soon") and the "Personal Portfolio" logo. It appears to be a medium or bold weight, giving it prominence.

Body Text: A lighter weight of a sans-serif font is used for paragraphs and descriptions. It is clear and legible.

The choice of sans-serif fonts is common for web design because:

Readability: Sans-serif fonts are generally easier to read on digital screens.

Modern Feel: They contribute to the overall clean and contemporary aesthetic of the site.

Versatility: They work well for both headings and body text, ensuring consistency. The fonts were likely chosen to prioritize clarity, readability, and a modern, professional appearance that complements the color scheme.

## **C. Screen Layout**

### **i. Describe your layout and how it incorporates the principles of Scale, Visual Hierarchy, Balance and Contrast.**

The website employs a clean, spacious layout, generally following a single-column structure for content within each section, with a consistent header for navigation.

#### **Scale:**

Headings (e.g., "Hello, I'm Feiyu," "Projects") are significantly larger than body text, clearly indicating their importance and helping users scan the page.

Interactive elements like buttons ("View My Experience," "Explore Other Projects") are sized appropriately to be easily noticeable and clickable.

In the "Projects" section, the images within the cards are larger than the accompanying text, drawing initial attention to the visual representation of your work. Visual Hierarchy:

The "Personal Portfolio" logo and main navigation links ("About," "Experience," "Projects") are placed at the top in a fixed header, establishing them as primary navigation elements.

Section titles are large and prominently colored, clearly delineating different parts of the website and guiding the user's flow.

Within sections like "Experience," the job title and company name are more prominent (larger font, possibly bolder) than the dates and descriptive text, establishing a clear order of importance for the information.

Call-to-action buttons are made distinct through vibrant colors and scale, guiding users towards desired actions.

#### **Balance:**

The layout uses a good amount of white space (or negative space) around elements and sections. This prevents a cluttered feel and improves readability. For example, the spacing between project cards and experience entries creates a sense of order and visual breathing room.

While individual components might be centered (like the "Coming Soon" message or section titles), the overall page often achieves asymmetrical balance, such as in the hero section where the large text "Hello, I'm Feiyu" is balanced by the two buttons below it. Content blocks are generally centered within the main content area, providing a sense of stability.

### **Contrast:**

**Color Contrast:** There's strong contrast between the dark text and the light background, ensuring readability. The vibrant accent colors of buttons and headings contrast effectively with their respective backgrounds (e.g., purple/pink button on a light card).

**Size Contrast:** As mentioned under Scale, the difference in size between headings, subheadings, and body text creates clear visual distinctions.

**Typographic Contrast:** Different font weights (e.g., bold for headings, regular for body text) are used to differentiate types of information.

**Shape Contrast:** The rectangular cards for projects and experience entries stand out against the softer, gradient-filled background. The rounded corners of the cards and buttons also offer a subtle contrast to sharper lines.