

The Site

Contrast:

Kaila utilized contrast with the colors she selected for her header versus the rest of her site, it really helps her logo and name to stand out while keeping with the theme of the rest of her page.

Repetition:

Repetition can be found in the use of a singular typeface on the webpage and the consistent use of a subdued color scheme.

Alignment:

Kaila used alignment to make her site easy to navigate, the header is centered along with the toolbar for her page, so your eye is immediately drawn to the navigation center of the entire site. Once you click on each tab, some of her information is organized with center alignment and some is aligned left.

Proximity:

The toolbar of the page is located right in the center of Kaila's home page to alert the user to where they will be able to locate useful information. Important contact information is located just above the header of the site in order for visitors to be able to find the information quickly.

The Header

The header of this site is a simple sketch of a faceless headshot paired with Kaila's signature. This stands out to me because it looks like it was hand drawn, which highlights Kaila's creativity and drawing ability. The header is the only place on the site where you can find a color other than maroon, gray, or subdued purple. The yellow of the necklace in the sketch stands out and draws the user's eye to the area, it also makes the sketch itself look delicate and interesting. She uses repetition through color by deciding to use a neutral gray as the background for this sketch that she also uses as a font color in some of the body of the page, it looks like the hair color of her sketch is also similar to the background color of the body of the page. Although the header spans across the entire page, the sketch she used is centered directly above the toolbar, which works in her favor and makes her site easy to navigate. This placement is also important to note in reference to the proximity design principle.

The Typeface

I am a firm believer that fonts are one of the most important aspects of a design, they are the vessel in which we choose to convey our messages, and I think Kaila could have made a better design choice when selecting a typeface for her webpage. She does a nice job creating contrast by choosing to use all caps for certain selections of her page, when to bold certain headers, and how to format the body of the text, but I think those choices are in vain because of the way the font appears once it has been formatted. I also think the choice to use what looks like a singular font throughout the entire page was a mistake because it adds a layer of monotony to her striking, but monotone, color scheme. The choice to align certain sections of type on her page differently adds contrast, but is a choice I disagree with. I think it would be more effective to align this type in a consistent fashion for a cohesive page. As far as the spacing of her type is concerned, I think she formatted the page correctly; however, the font she chose to use does not do these choices justice. When the type is bolded, it creates a smashed appearance, which I think cheapens her overall design.

If I were going to mimic something from this page I would choose to Kaila's header in a manner that would be appropriate for my own design aesthetic. I really enjoy how delicate and whimsical the image is that she created, which is something I would like to try and carry over into my own designs. I think trying to make something like this would be a nice change for me because my aesthetic is consistently glitzy and harsh. Making this change would allow me to experiment with other design methods and, in that process, I would be able to familiarize myself with new programs and techniques.