

SITE ANALYSIS

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Proximity is a principle that refers to the spatial relationship between elements in a design or layout. It is the idea that objects near each other are perceived as a group or related to each other, and can create a sense of visual organization and hierarchy in a design.

I have used the principle of proximity by grouping related content together, creating a cohesive and visually pleasing experience for the user. On my "About Me" page, I have aligned the introduction text and my picture to the left side of the page. Directly underneath, I have placed an audio player featuring a welcoming message relevant to the introduction. This placement ensures that users understand the connection between the audio and the content they view.

Alignment is the intentional arrangement of elements on a webpage to create a sense of order, balance, and visual harmony. Effective alignment involves positioning related elements together, such as text and images, so that they appear visually connected and balanced.

I have used alignment in my website design by arranging various elements in a way that creates a sense of focus and balance. A good example of this can be seen on my blog page where I have centered the content. This allows the focus to shift to the picture first and then the blog content, guiding the reader's eyes downwards in the order I intended. However, I could have improved the alignment of content on the recipe page of my website.

Repetition is a design technique of repeating the same visual elements, such as colors, shapes, textures, or typography, throughout a design. By repeating these elements, a sense of cohesiveness and consistency is portrayed.

I have found repetition to be a principle that was relatively easy to apply in my website design. To achieve a sense of consistency throughout the site, I ensured that the colors were used equally and consistently, even in the fonts used for text. Implementing this principle of repetition helped to give my website a

cohesive feel and a consistent visual look. Overall I'm really pleased with the outcome.

Contrast is the use of opposing elements, such as color, size, shape, texture, and typography, to create visual interest and make certain elements stand out from others. Contrast can be used in guiding the user's attention toward the most important elements on the page.

I have used Contrast by implementing various visual elements such as colors, typography, and weight. For instance, I have used a stronger color and weight for the typography, while using a different color for the background, to ensure that the users' attention is drawn to the titles first and then to the content information. I have applied contrast to the navigation bar, where I have made the shade of the color darker when clicked, making it more visible when the user is selecting a page. By incorporating a white background, I have also made it easier to distinguish each element, which enhances the overall visual appeal and readability.

Typography arranging type, including font selection, spacing, size, and color, in order to make written content legible, readable, and appealing when displayed. Effective typography can set the tone and personality of a design and makes it more aesthetically pleasing, readable, and memorable.

I have used Typography in a simple and effective way. Choosing the right typeface was a challenging task, as I wanted it to be simple yet interesting and appropriate for the style of my website. Ultimately, I settled on a single typeface in two different weights - one for titles and another for content - and used font size to establish a visual hierarchy across various elements. While I feel that a different typeface could have been used for the headers, I did not find anything that matched my desired style.