Contrast:

A very good example of how the website adheres to the contrast principle is the presentation of the navigation bar. Since the background of the navigation bar is a sort of off-white colour, the background of the links make it very easy to distinguish between the elements and the background. This is especially important as they are links to the other pages of the website, so if the user is unable to distinguish between the link and the background, they will simply not visit the rest of the website, where some of the more important content is. This also considers accessibility to users who may have some visual impairment, because of the feature that has been added to change colours when the link is hovered over. This is important because the link that is being hovered over changes into a much darker background with a lighter colour, which heavily contrasts all the other links. This way, the link of interest has more attention drawn to it than the rest of the links. The font colour of the links also play a role in contrast, as a dark font on a lighter background is being implemented. This is necessary as the user is very easily able to distinguish what the text says, and maintains that contrast when the link is hovered over as mentioned previously.

Repetition:

A prominent use of repetition not only throughout individual web pages, but also throughout the entire website is the way that all the containers have been styled. All of them have been given a light purple background colour, thin dark purple border, and the same dark blue font colour. This is important because when the user flips from one page to another, or even goes from content to content on the same page, they should not expect a sudden change in colour scheme. It would make the content look completely out of place and may even make the user close the website. This use of repetition of containers, and the overall colour scheme allows for visual connection between elements, as well as a more pleasing look for the entire website. Not only are all of the colours consistent, but also the shapes of each of the containers, as the borders are rounded the same amount. The formatting for all elements across the website is also consistent because all the content is centered in the page, so nothing looks out of place.

Alignment:

A good example of how the alignment principle is followed in this website is the presentation of the Interests page. Throughout this page, all the containers are aligned vertically together, in the centre of the page from the nature of the grid layout. This establishes a good visual connection between all the elements. Throughout the page, nothing looks as if it is placed on the page arbitrarily as all the rows that have multiple containers are equidistance from each other, and there is a consistent amount of space between elements vertically. The use of padding and alignment CSS rules also make the contents of the containers adhere to the alignment rule, as all the content within the containers does not look arbitrarily placed.

Proximity:

Again, using the example of the Interests page, it is clear how the website adheres to the proximity principle. This is mainly due to the nature of the page layout, as it is a grid display.

This makes it very easy to connect elements of similar content together, as well as space different groups of elements apart. This can be seen in the first row, as the grid gap between the elements horizontally is very small, whereas the grid gap between the rows vertically is much larger. This is to separate the interests that pertain to the arts, from the embedded YouTube video beneath it. The same goes for separating the YouTube video from the pictures below it, as they are of similar content as well. Another feature of proximity on this page is within the containers themselves. All of the images/video/audio have an associated caption describing their relevance underneath them, and all of the captions are spaced slightly apart from their respective content. Even though they are spaced apart, they are still able to be viewed as one whole group of content, which is what is intended. The elements are not too spaced apart so that they are viewed as independent elements, but rather one whole visual unit.