

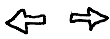
The principles of design concept in web design - CRAP

Contrast

Color



Direction



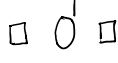
Tone



Size



Shape



REPETITION

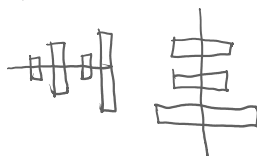
Establish a style for each element in a design and use it on similar element

Alignment

Edge



Center



PROXIMITY

elements that are associate with each other should be placed/group together

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The principles of Gestalt in web design ²⁾

- 1) Continuation - We perceive movement and direction according to some elements, even its not explicit. Examples of this can be the thumbnails in a gallery, a slide of images, or a drop-down menu.
- 2) Similarity - We view elements in groups when they share common superficial characteristics. In different sections, the use of consistent font size, font style, color make them look like a part of same group.
- 3) Figure & Ground - Means we need to able to distinguish an object form the background.
- 4) Symmetry - We tend to group objects that are symmetrically equal, this allows us to generate patterns based on that symmetry to easily structure the layout
- 5) Proximity - People would more likely to view elements that are closer together to be one group.
- 6) Closure - Even when the object is not present as a whole and missing some parts, the human mind combines the available visual information to form a whole meaningful object

Color theory

Primary Color - Magenta, cyan, yellow

5 basic types of color scheme - 1) Monochrome

- 2) Complementary - schemes based on two color from opposite side of color wheel -> impactful/noticeable
- 3) Analogues - three colors that sit next to each other on the color wheel -> cohesive, unified feel, but doesn't feel monotony
- 4) Triadic - draw an equilateral triangle on color wheel, 3 color at the point of the triangle. -> diverse, balanced scheme.
- 5) Tetradic - draw square of rectangle, 4 color at the point of square

When deciding what color scheme you use depends on what kind of message/ feeling your clients want to express in the website.

How Color Theory and Typography work in Harmony with Accessibility Guidelines

Accessibility Guideline Design Principles

- Perceivable - Information and user interface components must be presentable to users in ways they can perceive
- Operable: User interface components and navigation must be operable.
- Understandable: Information and the operation of user interface must be understandable
- Content must be robust enough that it can be interpreted reliably by a wide variety of user agents, include assistive technologies.

Color Theory - Background Color and color of element(e.g. text, title) must not be similar and have contrast so that people can read the content easily.

Text size must be large enough for people to see. The text must be organized in a way that is understandable and predictable.

Carefully choose the text font, you should choose some simple and easily-read font for general content. For content that only appear once, and you want to

Make it prominent, you can use some decorative font.

Its best to limit yourself to one or 2 font per website. If you want contrast just change the size, weight, and style

Grid System

It's quite easy to make the layout with Grid System. It divided the web pages by 12 columns.

You just fill you elements into the pages telling how many columns your each of your elements

wants to occupy in the 12 columns. It's also help to make responsive web pages, the layout

columns in one row can easily set to be lower (show less column easily).

