**PART 1 SITE DESIGN**

My website is a portfolio, which gives a short summary about myself, education, and my extra curriculars. For my portfolio I chose a formal look to represent myself.

**Contrast**

For my website, contrast is main characteristic I used. The two colors I used were black and white. As white being the background, and text being black. This makes it easier for the user to read the website. The color scheme is also a more professional way to present yourself rather than having a tetradic scheme. This element of design is also very important because it can create a visual interest to the web page and make it more attractive to the reader’s eye.

**Repetition**

The part that I used repetition is the footer and header. As you switch to each of my web pages, the header and footer will be at the exact same position. This is also known as fixed position. I also have the content in the same area which is the middle of the web page. Using repetition like how I did demonstrate to the user that you are still on the same publication. The effect of repetition also unifies my website.

**Alignment**

For my text I aligned it to the left, so it is easy to follow. I also did not have anything placed on the page arbitrarily. For my web page each item has a visual connection on the page. For example, the Facebook icon, Gmail icon, and the YouTube icon match with the footer.

**Proximity**

In my website I used a great amount of proximity. For example, in my footer I grouped the icons together which relate to me. It links to social media websites like Facebook, Gmail, and YouTube. This displays unity which makes helps distinguish my footer. It is also known as one visual unit. In my navigation system I also grouped up related websites which are my three pages for this assignment. Overall my three web pages and my icons that link to social media are separated because you do not want items that don’t relate to be near.

**Color Theory**

The style I used for my website is complementary and the colors I used to display this style is black and white which are two opposite colors. The effects of using complementary colors is that it can create a vibrant look and a more energetic feel. This will make the user interested in my portfolio since the text is standing out. I also chose this color because it gives off a professional look, which is very important in making a portfolio. I also used blue for my icons which make it stand out with the black and white. From this, I want the user interested in my social media after they have read my portfolio. I also used monochromatic, since gray is a shade of black. The header and navigator display this style since the background is black and the text is gray. This gives off a clean and professional look. Overall, I used a complementary and monochromatic style because I think the colors black, white, gray, and blue give off a classical approach which is what I look for when looking at a portfolio.