**Surface Plane**

**Visual design** plays a role in virtually every kind of product there is. For a great user experience it is important to ensure an aesthetically pleasing site focusing on how things work together.

Communicating a brand identity is a commonly known as a visual design on a website. Our brand identity strongly is shown with the business logo. Books & Arts logo design portrays a sense of versatility. The design is something that can be use on everything and even switched into different colors. So therefore the logo design will never change itself, building that brand identity.

**Follow the Eyes**: One simple way to evaluate the visual design of a product is following the eyes and asking users for initially feedback.

During our usability testing, it was determined that although the site was not busy nor overwhelming, still users were left a bit hesitate to clicking on the tabs. Users suggested a more recognized tab indication. The site now provides that sense of a guided tour of the possibilities available to them.

**Contrast and Uniformity:** The primary tool we use to draw the user’s attention is contrast. Also, maintaining uniformity in design is an important part of ensuring that the design communicates effectively without confusing or overwhelming users.

This site heavily uses contrast throughout this site. For example, a deeply contract practice is shown on our tab design. With contrast in colors and shadow gradient effect, users are able to distinguish between the selected active tabs and non-active tabs as browsing through the pages. As far as uniformity, our simple focuses strongly on simplicity, meaning we purposely made sure every page was derived from a template layout. This template being our **Grid-based layout** to ensure that the diverse page designs have a shared visual order. For example, you will find yet our site has different pages, it incorporated some main uniformity components such as the footer and placement of our search and account info quick links. Overall, users are not left overwhelmed with our synced pages – thankfully.

**Internal and Consistency:** Good solutions to problems of internal consistency are rooted in an understanding of the skeleton of the site.

Browsing through Books & Arts site, it is apparent the skeleton plane was well incorporated into the site. The various objects, navigation, and information design forms a system that operates as a cohesive, consistent whole.

**Color Palettes and Typography:** The colors in a company’s standard palette are selected specifically for how well they work together, complementing each other without competing.

The color theme used for our company and its site is based on psychologist color studies along with good use of color palettes. Psychology research studies say the color green symbolizes life and renewal. The color blue is known as beneficial to the mind and body. It slows human metabolism and produces a calming effect. Yellow is the color of sunshine; associated with joy, intellect, and energy. With this local business site relating to reading, giving users a sense of serenity, intellect, and renewed energy are highly ideal to keep users intrigued. This color theme of this particular site increases the user experience overall. Now, as suggested by textbook, our site uses brighter (primary) colors of a palate for the foreground of the design. This draws users’ attention to the essentially portions of the site, i.e. page abs and footer. A muted color off the palette is used as the background to eliminate the sense of white space. Lastly, blue and yellow are triadic colors to the primary color green theme. Triadic colors are spate colors which are equidistant apart on the color wheel. Playing with triadic colors requires balance. So, green is the dominant in this site as yellow and blue are mostly used as accent colors, such as dropdown list, hyperlink, outline, etc.

As for **typography**—the use of fonts or typefaces to create a particular visual style – Book & Arts site uses simple, yet bold text fonts. The typography objective here is to provide reads with readability versus overwhelming users with visual clutter. Therefore, our typography technique was staying clear of using unnecessary wide variety of fonts.