

# THE DESIGN PRINCIPLES OF MY WEBSITE

## The gestalt principles

- **Figure / ground** is prominent within my mobile website as I use my heading that declares which page you are on on top of a background colour and image. Although it is combined together your eyes are drawn to the typeface as the prominent aspect, over the background image and colour.
- **Law of Proximity** is used in my website quite often as it is important to be able to distinguish which text goes with which header or image. I used boxes with most text after a lot of deliberation. Nevertheless the law of proximity can be seen on my design page at the bottom on my mobile website. The images in my image assets area are in close proximity to their properties and dimensions.
- **Continuation** is used throughout my entire mobile website as the flow of my text boxes (seen best in the design page) are put in a way that makes the user follow the page perfectly as it covers the different design aspects of my website. Furthermore the continuation and repetition of my text boxes are a theme throughout my mobile website and will continue to be when I improve it and adapt it for multiple devices. Moreover I originally used the boxes to signify the link to the comic aspect of pop art, but now I appreciate the gestalt behind it all.
- **Common fate** can be seen in my mobile website as all of my content follows the same way as you move around the website. So although the content itself is different it all has the same flow and direction.
- **Similarity** is evident in my website from the typeface used for the headers, to the boxes used to house the text and the colour scheme and background image I have consistently throughout my mobile website.

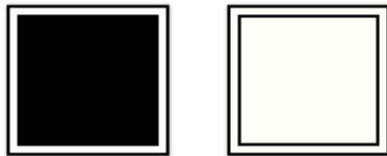
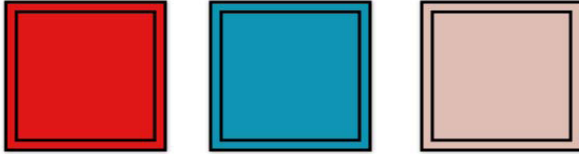
## The composition

- My mobile website has a continuation of approximate horizontal symmetry. I found this to be the best way of organising my website when it was being designed for a mobile screen. Now that I will be adapting for a laptop screen, I will strive to add some different composition in the form of the content flowing in more than one direction only.
- In a way I have a rule of thirds, but only when you view my mobile website on a laptop. This creates my content to be spread out on a bigger 'canvas'. This creates a rule of thirds in the way that my content is mostly settled on the left of the screen so it could fit mobile better. Therefore on a laptop it shows the the first row of the rule of thirds is the bulk of my content in respect of the images and so on.
- Hicks law is not as relevant on my mobile website as I'm sure it will be when I adapt it for laptop. This meaning that there are only a few options to choose from, so the time it takes to make a decision is not long at the moment. It will be something I keep an eye on as my website gets bigger.

# LIAM EDWARDS PROJECT

**STYLE TILE #1**

## COLOUR SCHEME



**EXAMPLE OF HOME  
BUTTON**

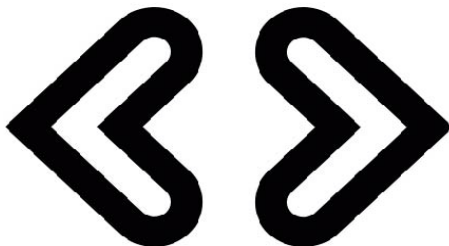
**HEADING**



**SUB-HEADING**

**TEXT BODY**

**ADJECTIVES**



**EXAMPLE OF SCROLL  
ARROWS**

**ICONOCLASTIC**

**EMBLEMATIC**

**COMIC**



**HOME PAGE  
ABOUT ME  
ABOUT POP ART  
ABOUT THE DESIGN  
(TYPOGRAPHY, IMAGE  
ASSETS, FOLDERS ECT..)**

# USEABILITY TEST

I have compiled my 5 trunk test participants together as the feedback as very similar in every case. The MMD students are in black and the others are in red.

## 1. What site is this?

All participants understood what site they were on as the domain name is very clear and it was mutually understood that is was my name.

The 2 people I asked who weren't desingers, was my roommate and my mum. So they easily understood which site they were on.

## 2. What page am I on?

2 of the 3 MMD participants were saying that when you are on a certain page it would be nice to have that page you are on as a different colour on the navigation bar.

My roommate expressed the same feeling with the nav bar saying that although I had a heading on the page it would be nice to have the current page on the nav bar as a different colour.

## 3. What are the main sections?

There was no problem knowing the main sections as its only a simple website.

There was also no problem knowing the main sections as well and they knew exactly what the main elements were supposed to be and what the sub sections were supposed to be too.

## 4. What navigation options do I have here?

The navigation options were very simple and easy to understand.

Even my mum could understand it so it must be an easy one to get.

## 5. Where am I in the scheme of things?

Again the view of the nav bar lighting up or changing colour when on that certain page was the main opinion again.

Same as above.

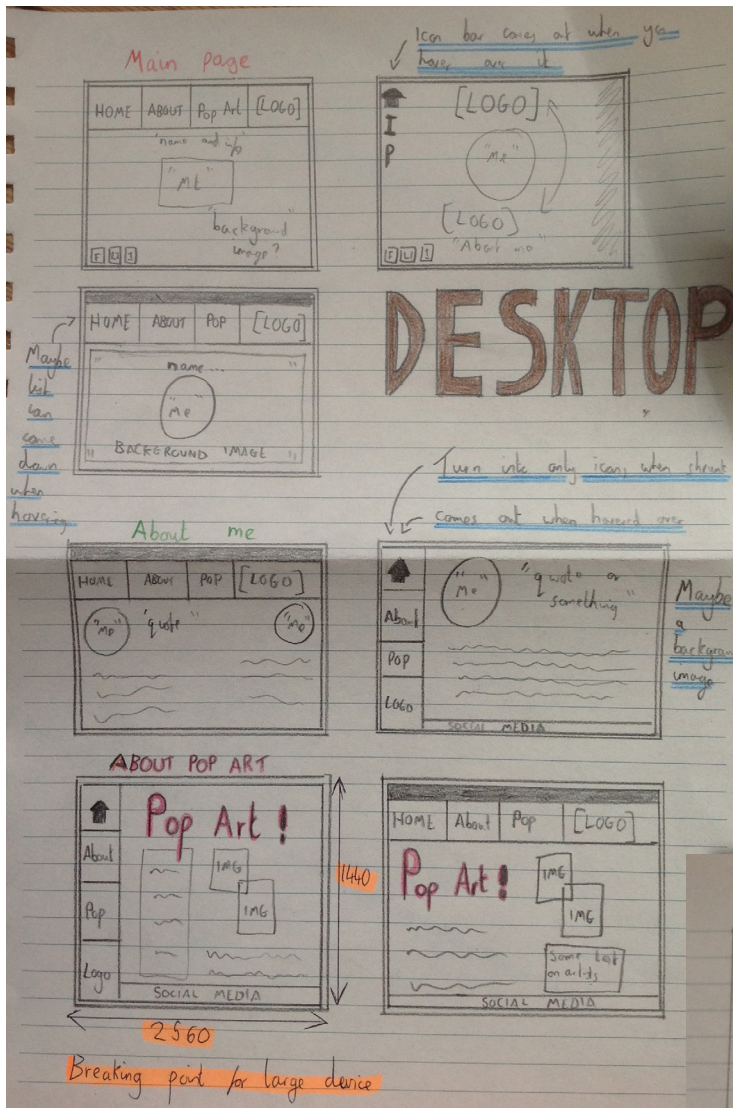
## 6. How can I search?

I don't have a search bar on my website as it is not that extensive.

My conclusion after this trunk test, is that I have to improve my nav bar in certain ways, specifically in regards to which page the user is on. The knowledge of which page you are on and so on is good at the moment but as I improve my website and make it bigger I should focus on keepig it this way and not complicating things.

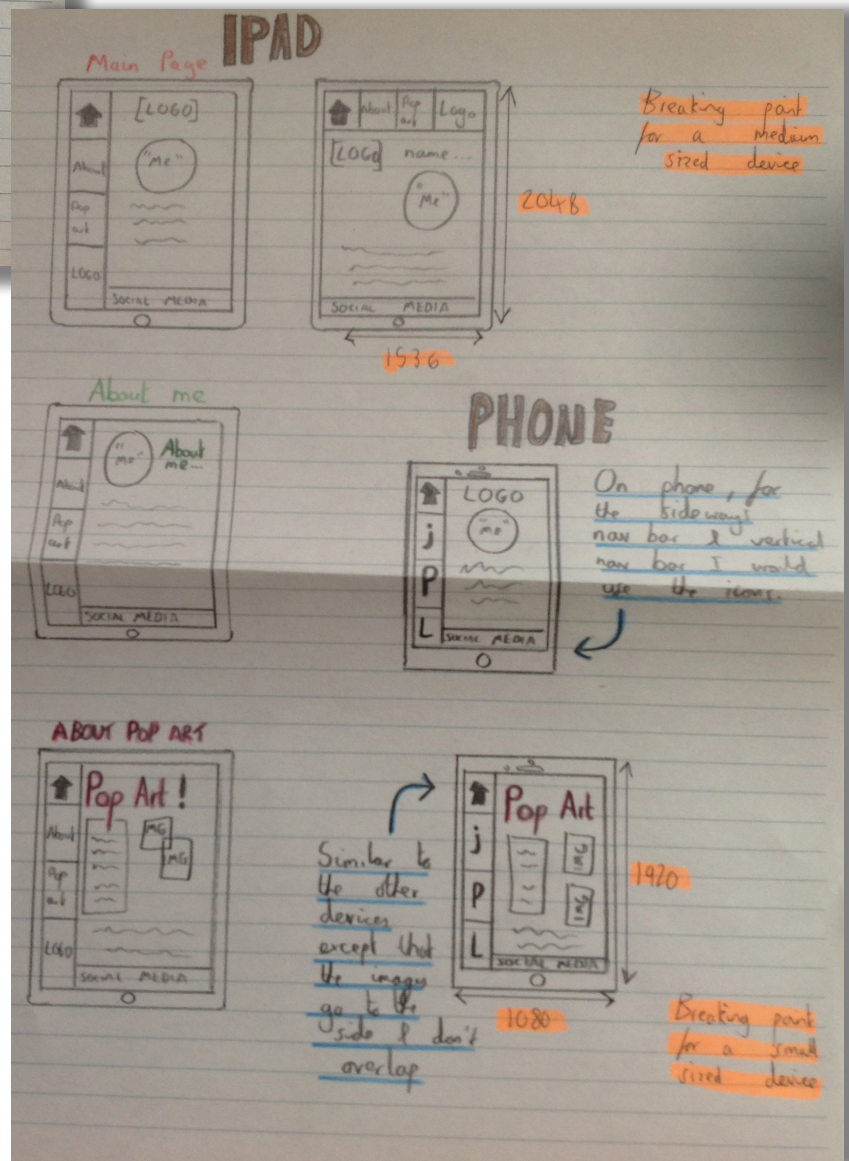
# DESKTOP WIREFRAMES

The breaking points for my large laptop wireframes are 2560 x 1440, which the largest screen I am dealing with



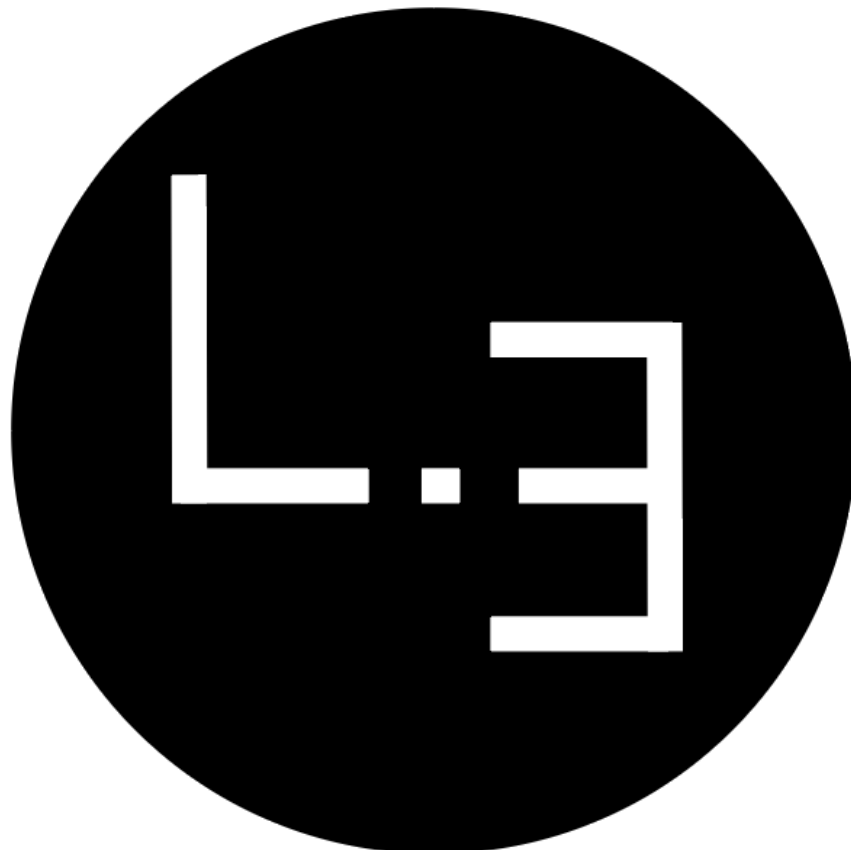
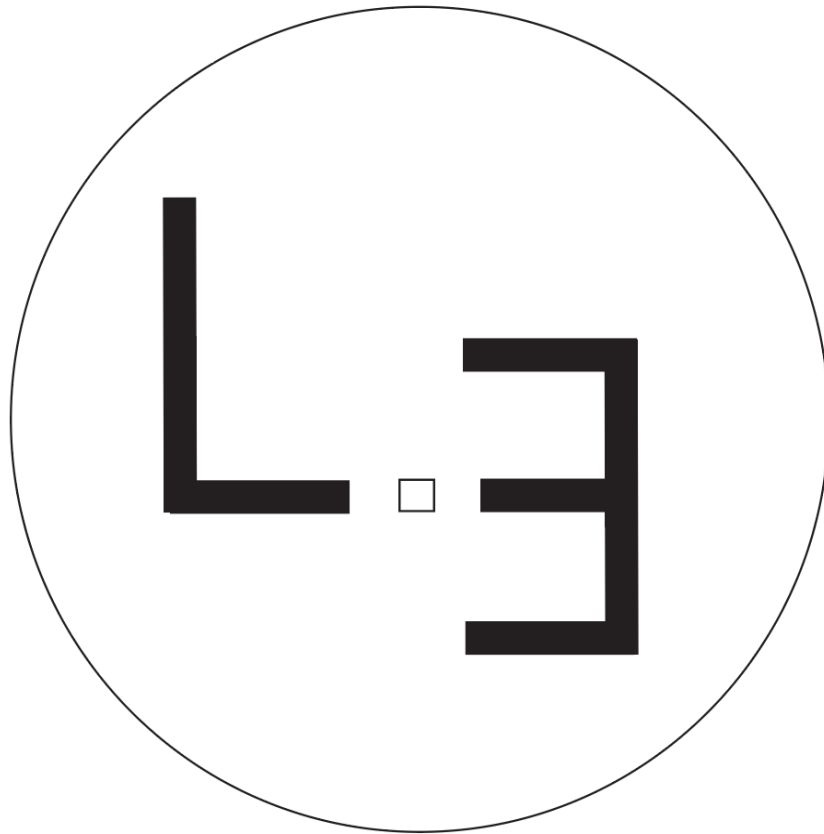
## IPAD AND IPHONE WIREFRAMES

The breaking points for medium and small devices, which are for ipad and iphone, are 2048 x 1536 (medium) and 1920 x 1080 (small)





# MY LOGO - SCALEABLE CONTENT



# *MY PROTOTYPE ON XD*

[HTTPS://XD.ADOBE.COM/SPEC/BD525886-3F80-49CD-441A-B43E1B76F763-CB63/](https://xd.adobe.com/spec/BD525886-3F80-49CD-441A-B43E1B76F763-CB63/)

**The link above contains my high fidelity prototype which I did on adobe XD. I kept it simple as I feel how i did it before showed my art style well and I plan to continue to portray it this way.**