

Russian Constructivism

Link to the website: <https://linneavisser.com/theme1/>

Gestalt laws

These are the gestalt laws I used for my website and XD prototype.

Figure-Ground Phenomenon - On the homepage of my website this is used to place a picture in the centre to showcase an example of constructivist art and interest the user. The heading and introduction is another example of that. On the table of content part I put a different background colour under the topics to highlight them.

I used the figure-ground phenomenon repeatedly throughout my XD prototype. On the homescreen I placed a black circle on top of the two-toned background and within the circle I used white text as I wanted the viewer to instantly focus on the writing.

On the page with the slideshow menu I placed photographs on top of a neutral background as I wanted to direct the viewer to the menu - on each of the photographs there is a small box with a white border and that is to help the writing on the photographs to pop.

On each of the subpages I have put different coloured boxes and shapes and used white writing on that to draw attention to the header and to highlight the topic of each page.



Law of Closure- In my XD prototype I have used several borderless geometric shapes throughout the site and that is to highlight the headers.

Law of Similarity - I have used the same font and colour for headings, a different font and colour for subheadings and one for the text. This is to showcase that the writing in the same

font serves the same function. Furthermore, in my XD prototype all of the icons used look the same and are placed in the same spot, again to show that they serve the same function through the website.

On the photo slideshow menu I have also used the same design on the box which is to highlight that they have the same function, i.e. by clicking on them you are directed to the page with more information about that subject.

Law of Proximity - This principle goes for the picture placement on the "Artist" and "Style" pages as it shows that the pictures that are in close proximity to the text belong to that text to enhance what is written. It is also used throughout the website on the figure captions - the captions are in close proximity to the images to show that the two elements belong together.



Law of Common Region - The borders around the photographs are there to differentiate the images from each other. Same goes for the borders around the writing on the photographs in my prototype - it's there for the user to know which part of the photograph to click to get more info.

Law of Continuity - I have mainly used this in my XD prototype in the photo slideshow menu. I used this to communicate that there is a flow of pictures to represent each topic.

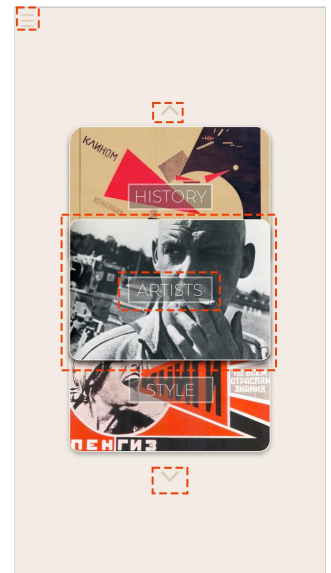


Image formats

I used png and gif formats when resizing the images I used. For the photographs I used png as it is good for photographs and the compression is lossless and for the illustrations I used gif as it is a much smaller file size and it can handle solid colours well.

Css fonts

I used Unica One for the headings and subheadings and Montserrat light for the rest of the text. Both are sans serif fonts which was suitable for this project as russian constructivist typography was generally sans serif too. For my prototype I used Buran USSR for my heading

and Montserrat light for the rest of the text. I changed that as Buran USSR is only free for personal use.

Logbook

Monday 30 aug

Today we started doing some basic html which I've been looking forward to. It was helpful having Kenny doing it in VSC at the same time as us.

I really enjoyed the design theory. I look forward to learning more theory regarding how we perceive design and what different laws and rules to use for it to be as successful as possible. I worked with Caroline analysing an illustration using contrast laws.

Tuesday 31st aug

I wish we'd had more of an intro to Adobe XD and not just learning through watching online tutorials as I think it's easier to learn whilst simultaneously doing it as it's being taught to me. After the lectures me and Evelina worked on the Gestalt and Contrast exercise together, it was good using the theory we learnt yesterday in practice as I had a better understanding of it afterwards.

Wednesday 1 sept

I spent the majority of the day working on my prototype in XD, I really struggled at first with deciding how I should design it so did a few different mockups. I finalised the text editing and put some more into VSC.

Thursday 2nd sept

Started learning css which I was really looking forward to - until I realised how impossible my XD prototype was for me to do. It was a bit disheartening but I just had to rethink and readjust my expectations. That's something I'll probably struggle with in the beginning of this course, I like to excel at the things I do and want to be able to realise the visions I have. Hopefully it'll just make me more motivated to learn as much as possible.

During the lectures I was again very grateful for watching someone doing it alongside us in VSC as it gives me a better grasp on how it works.

Friday 3rd sept

After today's lectures I feel a bit more comfortable using html and css - I'm actually a bit amazed on how much I learnt in one week. Managed to get the majority of the work done after the lecture.