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Multimedia design

1.A suitable design scenario could be the development of an online food delivery app interface. The app must be user-friendly, visually appealing, and functional. The interface should allow customers to easily browse restaurants, view menus, place orders, and make secure payments. A good design would focus on intuitive navigation, where users can quickly find what they want without confusion. Clear categories, bold icons, and readable fonts are important for accessibility. The color scheme should create appetite appeal while maintaining contrast for readability. Designing should ensure balance between text, images, and empty space, so the screen does not feel crowded. For example, restaurant images should be placed prominently, while order details should be neatly aligned. This scenario highlights the importance of good layout, balance, and contrast to improve the overall user experience and encourage repeat usage of the app.

2.Contrast is a key design principle that helps make elements stand out and improves readability. It involves using differences in color, size, shape, or font style to draw attention to important content. For example, dark text on a light background ensures clarity, while bold headings contrasted with smaller body text guide the researcher’s eye. In user interface design, contrast is essential for accessibility, as it allows users with visual impairments to distinguish between elements. It also creates hierarchy by making primary actions (like “Buy Now” buttons) more noticeable than secondary options, thereby improving navigation and usability.

3.I created a simple design in Canva, focusing on balance, contrast, and alignment. For balance, I evenly distributed images and text to prevent one side of the layout from feeling heavier than the other. I applied contrast by using bold heading in a darker color and lighter background tones for body text, which made the content easy to read. Alignment was achieved by following Canva’s grid system, ensuring that all elements were neatly positioned and visually connected. This exercise showed me how these principles work together to create a professional design that is both attractive and functional.

4.I sketched a website homepage mockup in Canva as my design layout. The mockup included a navigation bar at the top with aligned menu items, a large header image in the center for visual appeal and a grid-based section for featured content below. I used consistent spacing and alignment to maintain order and readability. Contrast was added by using dark text against light backgrounds, making content sections stand out. The footer contained contact details and social links, aligned neatly at the bottom. This emphasizes usability, balance, and visual flow, making the homepage easy to navigate for users.