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20240045

Multimedia design

1.Web design is one of the most useful skills in the modern era. It brings value to the business/individuals that own them, and the people creating them. The main purposes for any design artist, is to have their website interacted with. This is only possible if they express themselves through the design principals. There are several design principals, the main ones used in most websites are;

Balance-This is the blending of two or more elements to give a direct, and distinct message. Using text and images to further explain/emphasize the idea.

Alignment-This is arranging assets in an orderly manner. This is to make easier to read and follow further. This is shown through things like text-alignment.

Proximity-This is mainly used for websites that blend images and texts, this can be observed in online stores. The is an image of a product, then a text description of the brand, price, size, weight, and quantity.

2**.Emphasis**

Emphasis is a design method that is frequently used in almost all web designs. It is used to guide the reader’s eyes to the important bits of a whole page. This can be achieved by different methods, the most common being;

Size-configuration-This is emphasis by changing the size of the title, word, or section. Making the text or image bigger, naturally draws the attention of the reader.

Color-Bolding a certain section intrigues the reader. Changing the color of one word from the rest also emphasizes it’s importance.

Isolation- Putting a word or section in an unreasonable distance from the rest can draw attention. Making it look important.

Emphasis is essential for web design and user engagement.

3. **Multimedia Design-Reflection**

Canva is one of the easiest multimedia design tools. It is user friendly and integrates multiple core design principles together. I was able to recreate an Instagram post I had seen days prior, with relative ease and mild friction in the blending of the three design principles used. Contrast, repetition, and emphasis.

**Contrast** was the easiest to do, there are color pallets and templates that cater to almost all scenarios.

**Repetition** was quite simple as well, reusing the same color scheme and fonts.

**Emphasis** was used in the form of emojis, to outline the current emotions of both parties.

Overall, it was a fun and easy experience.

4.**Game interface**

There is a particular game that is very unique and interesting to me. It’s called ‘my summer car’. The thing that makes it so different from the others, is the game interface. Unlike other games that ‘hold your hand’, this one does not. It gives the bare minimum, a pause menu, vehicle controls, player controls, and a main menu button. Even the home screen has a continue, start new, credit, and exit game button.

They are all bold, in capital letters. The color scheme is yellow as the main color, and red with a hint of white as the secondary color. But those are for the menus. The ‘*player stats’* are highlighted in red and black, while the stat bars are black when empty. But white when filling up. When the stats are full, the bar turn red.

It was fascinating to witness these different tools working together. Blending emphasis, repetition, contrast, balance, white spacing, proximity, and alignment. To see all core design principals together, in unison.