# RUSSIAN CONSTRUCTIVISM

## Project by
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**Link to the website:**
www.malagorzata.com/russian-
constructivism.html

## Gestalt Laws – how & why

The website was designed according to Gestalt Laws in order to achieve an aesthetically pleasing outcome.

**Figure-Ground Principle** was applied thanks to providing seamless colour ground to the text paragraphs. Thus, alternating between font colours and different header background allowed to highlight certain elements against the ground background.

**Proximity Principle** was a base for the whole project. The headers were aligned and adjusted to be in close proximity to provided images or paragraphs concerned. This allows an easier flow of reading and provides the reader with a clear structure of the content.

**Similarity** was also applied - the different colours used in the headers divided the content and outlined their belonging and hierarchy. Moreover, this is also visible in the menu section where subheadings were placed in a separate unordered list to create more clear division - this also portrays the proximity of the objects.

The sense of **Closure** is satisfied with the header with the name of the leading topic embraced with a contrasting colour. Moreover, added elements to the border of the header provide the visitor with a crisp outlook on the subject.

**Past Experience** law could be noticed through the usage of geometrical elements in the header. The understanding of Russian Constructivism and Bauhaus are related to primary colours as well as the usage of symmetrical shapes. Therefore, through the utilisation of geometrical graphics as well as primary colours, there is a clear linkage between the perception of the art direction and the meaning of the header.

## Image formats

**JPEG** was the only image format used for the website due to its size. It allows a quicker loading time of the website. Moreover, due to the website being a mobile version, the images could have lower resolution and as a result – smaller size. Therefore, the usage of JPEG files allows improving the loading speed of the website of the images which is a key point for the reader. This encourages the reader to stay on the website what is the desired outcome.

## CSS Fonts

The choice of the fonts was primarily based on the resemblance to the portrayed subject. As Russian Constructivism was focused around the simplicity of shapes and their geometry, the whole movement was using the sans serif fonts. Therefore, to adhere to the Gestalt Law of similarity, the fonts from proximate font families were used to resemble the ones utilised in the movement.

Thus, the following fonts were used:

- Alata;
- Quicksand (300, 600);
- Red Hat Display

Additionally, through utilising different font weights, it was possible to differentiate between the headers and allow to outline the proximity thanks to alternating between the weight and colour fonts.

## Entry logs - summaries

### Monday, 31/8/2020

The first day blossomed with the basics of the basics – the laws and rules to use as a rule of thumb when creating websites or any visuals. Being able to learn about different types of typography, work with colours and understanding the readability of the text. I enjoyed the colour mixing the most – it feels like a nice challenge to be brave with colours combination yet using it in a good manner.

**·Tuesday, 1/9/2020**

Correcting and editing images seems to be pretty straightforward however the resizing and the right formats can be tricky at times. The importance of quickly loading website is imperative but so is the quality of the images. Learning which formats to choose for certain projects is essential – the guide provided gave me a good idea of what is suitable for different means. An extra thing to remember: Headlines and paragraphs are block elements - they take an entire row in the document. Making sure that they are nicely separated is important to provide good readability of the website.

**·Wednesday, 2/9/2020**

Learning Adobe XD felt like such a creative process – would love to spend more time in this programme and explore different options. Especially when having a larger website with many tabs that can show the user journey.

**·Thursday, 3/9/2020**

Stepping into CSS world – this is an exciting thing. Finally being able to give some spin to the website by using such simple tools. From Times New Roman to some fancy Google Fonts –it gives such a big room for creativity. Additionally – VALIDATION. It seems that even though Brackets provides you with the closed tags as a given, we still manage to lose them during the website building journey. It is a great tool that has given me clarity where I should be careful and what could result in an error.

**·Friday, 4/9/2020**

I realised that margins and paddings can be my enemies and this is something that can be quite hard to manage. In order to make the website a little bit more interesting, I had to remember about changing every single little thing. If it was different header colours, extra margins, aligning the content.

I feel like aligning the content and using different ways to do it is a thing that needs some work from me. While the rest of the task was relatively straightforward and only my curiosity was stopping me, aligning / margins feel somehow more tricky.

Lastly – had big issues with uploading stuff to FileZilla.