

**CCA1108D**

**Design Rationale**

**Navigation and Orientation**

**Report**

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# Design Rationale

With the update of the form of media communication, the presentation of many websites is no longer a simple accumulation of information, but a new product combining technology and art. Web design is a comprehensive design work that can combine text, pictures, sound, etc. If the web design is the external form, then the content of the website is the source of information, so in this design not only need to use technical support and page design, but also need a huge content to comprehensively display their resume and some experience and works to attract more web visitors. By applying design principles to web design, Jia (2019) believes that design principles are clear text of the reasons behind decisions made throughout the job design process. The following sections explain in detail how design principles and visual elements are used to achieve the design concept in this site.

In my website, the first thing that indicates my overall design is the application of the basic principles of diversity and unity. The visual elements of text, images and colors are indispensable and are the most intuitive visual expressions. There are about 7-8 pages on the website, the overall color of the website is blue, and appropriately added black, white, dark red and other small areas of color, through clever color combination can make the picture has a strong visual impact. The function of color as a visual element in web design is to attract the viewer's attention, through some novel impression can attract the viewer to the current page, for example, in the upper left corner of each page there will be go back button, the color of this button is dark red, I will use bright color to mark the wizard button, through the color to guide the user's vision, So the color of the planning website is the focus of sight effect. Most of the pictures used in the website are their own works, the picture effect is dim, so that the picture and the main color of the page have a very sharp contrast, can make the overall look more textured. This design organization structure will be more balanced. As Chapma (n.d.) points out, effective use of the consistency principle leads to a more structured, higher-quality overall design.

The main colors of the home page and navigation page and the about me page are blue and small areas of black. Inspired by the Neumorphism style, I adopted the design concept of anthropomorphic style, instead of flat style as the main site style, I used the embedded form of design, the edges of the embedded squares will have shadows and dynamic changes. And put a background photo of yourself in the embedded module. I combined the principle of emphasis from the support principle with the basic principle of variety, using irregular font size to stand out and attract the viewer's vision. For example, I used different colors on the text to guide the viewer through color variations and font sizes. Therefore, using the principle of diversity can bring visual pleasure to the viewer without making the simple page monotonous (Chapman, n.d.). There are two navigation buttons in the lower right corner of the home page. These two navigation buttons are black, which can contrast with the position of the buttons to emphasize the importance. In addition, I also applied the design principle of repetition. On each page, there is a repeating display of Siki's small world, as well as a brightly colored back button. Through the use of repetition and consistency, the web page can be cohesive (Copperman, 2020).

I applied the basic principles of proportion and balance in the site. Each element on the page has visual weight, which can be reflected through color, and spatial layout (Reid, n.d.). For example, in the navigation page, I placed each headline into an equally sized rectangular element, and placed it up and down in a symmetrical form, with rhythm and rhyme in support of the principle. Alignment is important in design principles to give the viewer a clear look and visual experience of the page (Copperman, 2020), A photo with a cinematic quality is placed on the right side to maintain visual balance with the text on the left, but the main focus is on the navigation headings on the left. I used the concept of balance and space on almost every page of the site. For example, in the web page of personal experience, the experience and time line are sequentially divided into four sections, because the four sections belong to the dynamic mode, so it will give users a strong visual effect.

The overall layout of the page follows balance, unity, contrast, rhythm, clarity and simplicity of interface. One of the ideas of this site design is to avoid visual clutter, so in these pages, the use of navigation creates rhythm and movement, creates a sense of hierarchy, and enhances readability. In addition, I use white space on almost every page of the site. Proper white space accentuates the focus, and white space balances other visual elements. For example, large areas of white space are left on the home page, navigation page, About Me and Contact pages, which can achieve a reasonable spatial relationship through comparison. Appropriate blank layout can make some design elements breathe properly (Bashiru, n.d.).

In this web design, through the rational use of matching design principles and visual elements to enhance their own design innovation, web design is not only to meet the needs of the viewer, but also to create a comfortable visual environment to effectively and fully introduce themselves.

## Navigation and Orientation Report

The presence of navigation and orientation in website design is an important element to facilitate the user's navigation through the website. The navigation and orientation allows the user to access the website services effectively and not get lost during the web browsing process, and the navigation buttons allow easy access to the website navigation pages or other pages. This report will detail the usability and accessibility of the design of the navigation and orientation of your own website.

The first thing to note is that this site is accessible. We tested the accessibility of the site by opening it with a number of browsers and different terminals. The site does not have a specific environment or specific users and can be accessed by multiple user groups. The purpose of website orientation and navigation is to make users aware of their current location and to guide them to where they want to go. (Sensenbach, 2018). Because of the navigation and positioning

functions, it gives the user the overall framework of the web page and also suggests the location of different contents, and the clear pointing helps the user to get a lot of information. For example, the main content of this website is actually about personal resume, then the corresponding website users, may be bosses who need to recruit employees or users who want to make friends, etc., so there is no specific group of users.

When you open a web page, the first thing you enter is the home page, the home page title is the name of the individual, and the individual's tag. Users of the site will first identify whether they are interested in proceeding to the next step based on their personal tags. The hyperlinks about design rationale, navigation and orientation reports are on the home page. If you are interested in learning more about my web design process, you can click on them. At the bottom right corner of the homepage, there are two navigation buttons, one for About me and one for Info. By going to About me, users will browse the profile of the individual as a general understanding. In the top left corner of each page there is a back button, which takes the user back to the home page so that they can tap into the info button in order to go to the navigation page. In the bottom right corner of each page, there is a map guide in simplistic mode, also known as breadcrumbs. In addition, there will be a site map button in the navigation page, this page mainly outlines the overall organization of the site, you can click on the site map for a general understanding of the overall site content, will allow visitors to feel the hierarchy of the web page, and the navigation button as a hint on the home page direction, can make users appreciate the characteristics of the site easy to access (Patrick J. Lynch, n.d.).

When you enter the navigation page, there are six main navigation buttons that direct the user to the desired location. Through Sensenbach (2018) it is stated that the primary navigation allows the web viewer to navigate more intuitively through this page. For example, going to the previous work navigation will have three sub-navigations which are photography work, logo design and clothing design. Crowe (2020) believes that by using breadcrumbs, the content will not be cluttered and will clearly show the page the user is currently viewing, and will also allow the user to easily return to the previous page. The next main button, Personal Experience, has four panels, and because the web user is likely to need a general understanding of personal experience, the format of the four panels allows the user to clearly understand personal experience and timeline, reflecting the usability of the site. Then the background and font colors create a contrast, and white (2016) argues that web pages with good contrast are usable regardless of the brightness at which they are viewed. Similarly the rest of the main buttons will have sub-buttons inside them to have a certain browsing hierarchy in case of a lot of content. If users want to return to the info page quickly after browsing to the last contact page, they can click on the breadcrumb path, which allows them to browse efficiently. Through this series of navigation and positioning design, users will not get lost in the website during the browsing process, and through clear navigation and positioning guidance, it will be easier to operate and browse, giving users a comfortable browsing experience and achieving the usability of the website.

In short, navigation and positioning in a website allows for optimal usability and accessibility. Good website usability and accessibility in terms of navigation and positioning creates a good

visual experience for the user and will lead to an increase in the number of visitors to the website, which indicates that the online website was created successfully.

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