

Site Analysis for MJ's Studio

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Proximity

Proximity is how close something is to something else. Often times in design proximity is used to show how items are related. When different items/objects are closer together they are seen as a group or unit to the viewer and they are expected to be related.

I have used proximity to relate items on my site. For example, on my about page I have contact links that are spaced closer together than other items to show they go together. My contact form also used proximity. Certain fields and questions are separated or put closer together to show unity in the overall form.

Alignment

Alignment is simply the lining up of elements in a design or document. We don't normally notice alignment much... that is until things are NOT aligned or a poor alignment job has been done. Alignment is important for a viewer to not get lost or confused in a design. There are also specific alignment rules that can be used such as left, right, and center alignment.

I used alignment in my site to make it flow and be easier to follow. The alignment of paragraphs and headers are consistent. Photos and links are also aligned with each other. Another thing I did was make most of my paragraphs and text overall left-aligned. This is because it's naturally easier for our eye to read/follow if it is left-aligned.

Repetition

Repetition is reusing the same things or repeating elements in a design. Without repetition, your design could be a real mess and could leave a viewer feeling very confused. Repetition causes a feeling of consistency and unity in a design that is pleasing to the eye.

I used repetition in my site to create this consistent feeling and to connect each element in my design. An obvious example of repetition in my design is the color palette. Because I use the same colors throughout the site you can tell that the whole site is related to the one brand. Another example is my typography. I use the same fonts and styles of fonts throughout.

Contrast

Contrast is how you make certain elements different from each other. You want your items to relate, but contrast can make certain things stand out or make things easier to read/view.

Contrast can be made by size, space, color, among other ways.

I used contrast in my design by making text and background colors different in order to be legible. I also used it on my tutorials page by making a large white box against the pink background to make my definition list stand out. I've also used a minty green color in my scheme that creates a contrast between elements to make them stand out. There are a few other examples of contrast in size on my site.

Typography

Typography is an art in itself. Making your fonts look just right to convey the meaning you want can be challenging. You need your type to be readable, legible, and match your brand/meaning.

I used typography on my site by using a few simple fonts that are easy to read for my body. I used sans serif fonts because they are typically easier to read. For my website name, I used a font that is a little more fun and creative because I want my brand to look that way. Since my site is for a creative business I feel that the fonts show it's fun and creative without being complicated. Typography plus the contrast I talked about earlier makes the text legible as well.