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WRA 210: Intro to Web Authoring
Module 2

1. **Contrast**- The white square background contrasts from the larger periwinkle background so that the viewer is aware that the white portion is meant to be the main focus of the page, it really draws your eye in to the body paragraphs.

Repetition- the same text font is used on the entire page, it only really differs in size and color between the actual text, headings and the navigation bar.

Alignment- On each page of the site there are either pictures or thumbnails down the left part of the page, almost making a column, and then the text is then aligned around the picture with the margin spacing all being to the right of the picture. It looks very professional in my opinion.

Proximity- In Hollyce's differing portfolios (UX Design, Writing, etc.) each individual project is in its own little group that can easily be discerned by how far away it is from the other paragraphs, however there is not so much space in between each portfolio topic that you are just infinitely scrolling down her page.

2. I personally really like the two pages of Hollyce's Writing projects and UX Design projects where she has samples of her work for each and they are divided by topic. Each project has a small thumbnail next to the heading/title of the project and then the text is all aligned to the right of the thumbnail. I think this works well because there is clear contrast between the heading title, the smaller black text description of the project and then the link of the pdf in a different color below it, all alongside the thumbnail. Given that she has used this same compact formatting for every single one of her projects on both pages, it all looks extremely uniform and professional due to the repetition of this single format. And finally, as stated above, there is a very nicely defined proximity between each project. There are probably four or so lines between the pdf document of the former project and the new bolded title of the latter project following it. I like this amount of space because while it gives a lot of organization, the viewer also does not have to scroll for a long period of time just to get to the last project.

3. I don't particularly enjoy Hollyce's home page, which is unfortunate because that is the first thing that people see when coming to your site. The contrast for the page is fine Heading-to-text wise, however, the bottom portion of the page says "Copyright 2014, Hollyce Balentine" and it is too close in proximity to be the exact same size and color as the actual text on the page so that isn't all too visually appealing. Also, I like that her phone number and Email are on every page, its good and a useful use of repetition, but I just think it shouldn't be typed so large if it is going to be on every page. Finally, the alignment is probably what bugs me the most about this page, because I understand the use of having a head shot on your main page, and I can see that she tried to orient all of the text to the right of the image,

however there is just a single line that then falls below her picture and it just makes the whole page look a little messier.

4. I definitely think I would chose to replicate her two main portfolio pages. I really just like the overall layout of the heading, thumbnail, brief description and then the link following it. It is very easy to understand and use which is essential from a business perspective. Also I think the way the headings are writing/placed on the page makes it easy to sort through each project based on topic or media. It is also useful how she has broken up her UX Design portfolio and her Writing portfolios so that all of the documents aren't just thrown into a single page, there is a defined order to them.