**Design Principles**

**Contrast:**

Creating contrast between elements in a webpage gives the user an easier time when viewing content. In the case of my website, I’ve used contrast frequently but a prominent place where it is used is the upper fold.

Background pattern

Description automatically generated

The image of modern architecture in the background is dimmed to aid in the readability of the white text displayed. The muted dark grey and black colors of the background create a perfect contrast between the bright white text.

**Repetition:**

Repetition is important to create a sense of familiarity and the effort with which it takes to learn the website. My website includes titles with the same font style, font weight, font size and positioning to reinforce repetition.

Graphical user interface

Description automatically generated

Text

Description automatically generated

**Alignment:**

Alignment ensures that webpage content isn’t placed arbitrarily and therefore creates a sense of consistency with information. This can be seen with the placement of my navigation links all in the top right corner of all my webpages. This gives a feeling of predictability.

A picture containing calendar

Description automatically generated

A picture containing background pattern

Description automatically generated

**Proximity:**

Proximity is extremely important in webdesign to make sure the user understands that related content is present nearby. This saves the user time so that they don’t have to go looking for related content through your webpage. Doing so results in a single cohesive unit which also increases the aesthetics of your website. This can be seen on my projects webpage. The content related to my personal portfolio website is present right next to it.

Text

Description automatically generated