**Design principles – Assignment | Dynamic Multimedia Systems 2015**

You should design and implement your own user interface by applying the design principles (covered in the

lectures) to your design. You will need to write a 250 word (max) report to describe at least three design

principles you have followed to implement which part of your user interface.

**Contrast**

The site has two main background colors: grey and white. The two colors give good contrast against each other. When one of the colors is set as background color the other color is set as font color.

I have used a third color, blue, to highlight some of the elements on the page. The blue color is a good contrast against both white and grey. The contrast makes it easy to read all the text.

**Repetition**

I have used repetition for displaying the thumbnails. The repetition tells that the elements are of same type and belongs to each other. All the thumbnails have the same size and font-size except when the user hover over a main thumbnail which will make the elements expand. The thumbnails have a round shape so it differs from other elements on the page.

The main page is built up by rows, four rows in total. Each row is used to display different content. The rows are in alternating colors, white and grey.

**Form and Space**

The web page uses a lot of whitespace to make it look really clean. The whitespace gives a lot of attention to the few elements on the page. The whitespace should make the reader want to read the content on the page since elements not are squeezed together.