**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 contrast against each other and when a color is used as font color when the other color is set as background color it is easy to see and read 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-sizes except when the user hover over a main thumbnail making the elements expand a bit. 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 every other grey and white.

I also use repetition in colors: grey, white and blue to make a clean look.

**Form and Space**

The web page uses a lot of whitespace to make it look really clean and the whitespace gives a lot of attention to the few elements on the page.