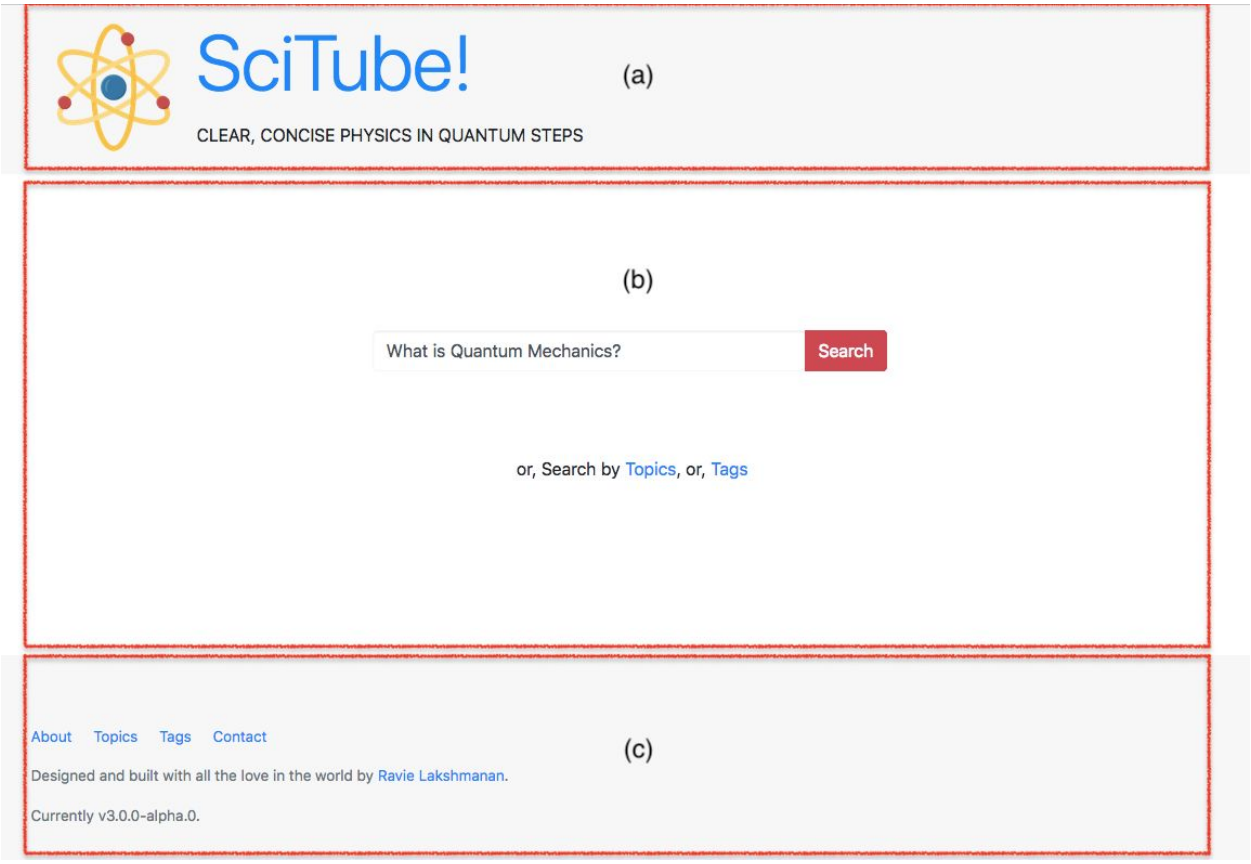
Part VI: Graphic Design:

The website makes use of the following conceptual tools in graphic design to guide the users' attention through the system:

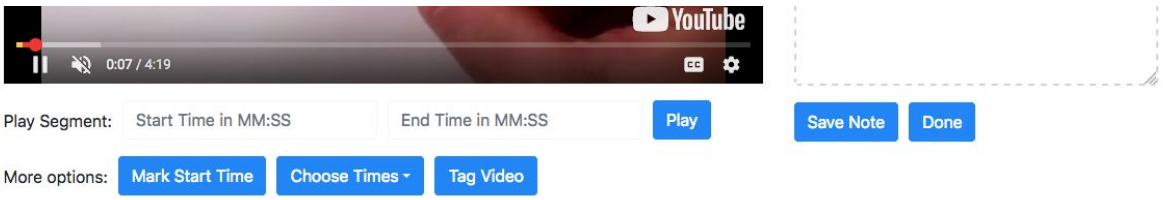
1. Information Hierarchy:
    a. The website places the header in the top left that can clicked to reach the home page from any other page.
    b. The other important elements, like the search box, are placed in the center so that it achieves the main purpose of the user: search. Similarly the elements in the Topics, Tags and the main video page have their elements placed in the middle.
    c. Other miscellaneous information about the website has been pushed to the footer.



Information hierarchy in the homepage

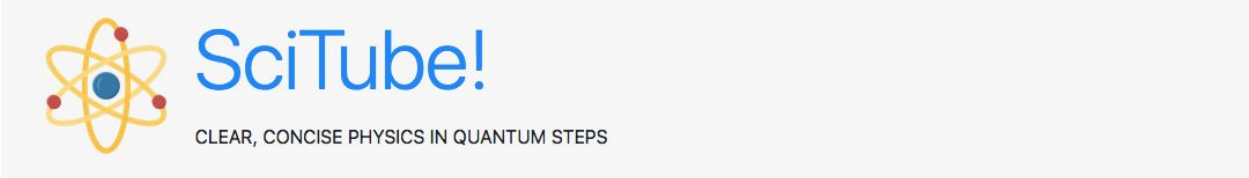
2. Gestalt
    a. The principles of proximity was used to group similar elements in the page. For example, in the videos page, buttons associated with the video were placed right

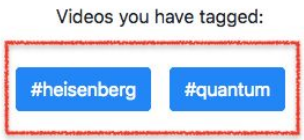
below it, while the buttons corresponding to the outline writing feature were placed next to it to avoid confusion.

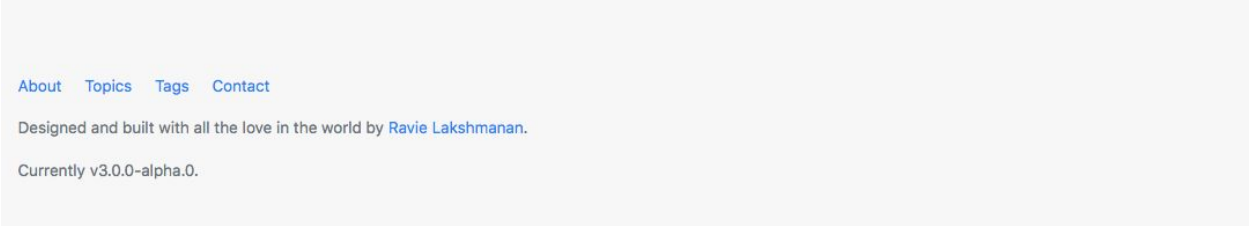


Proximity to group functions

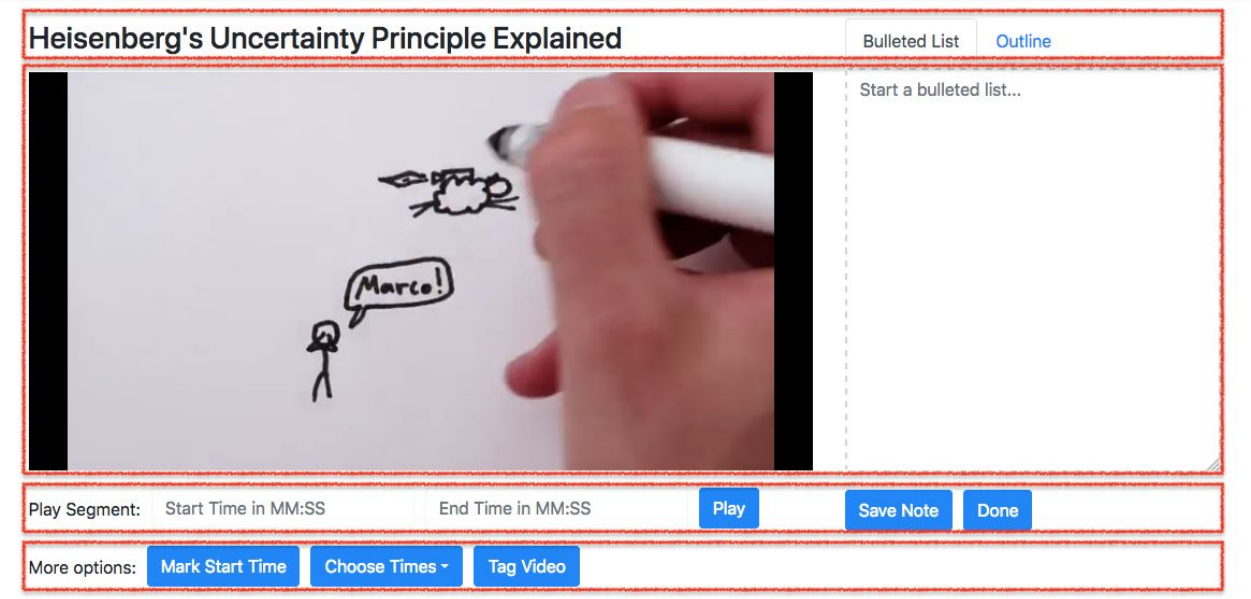
b. The website also makes use of the principle of similarity to indicate similarity in function - Buttons that had similar function were laid out in a similar fashion to indicate they performed similar functions.



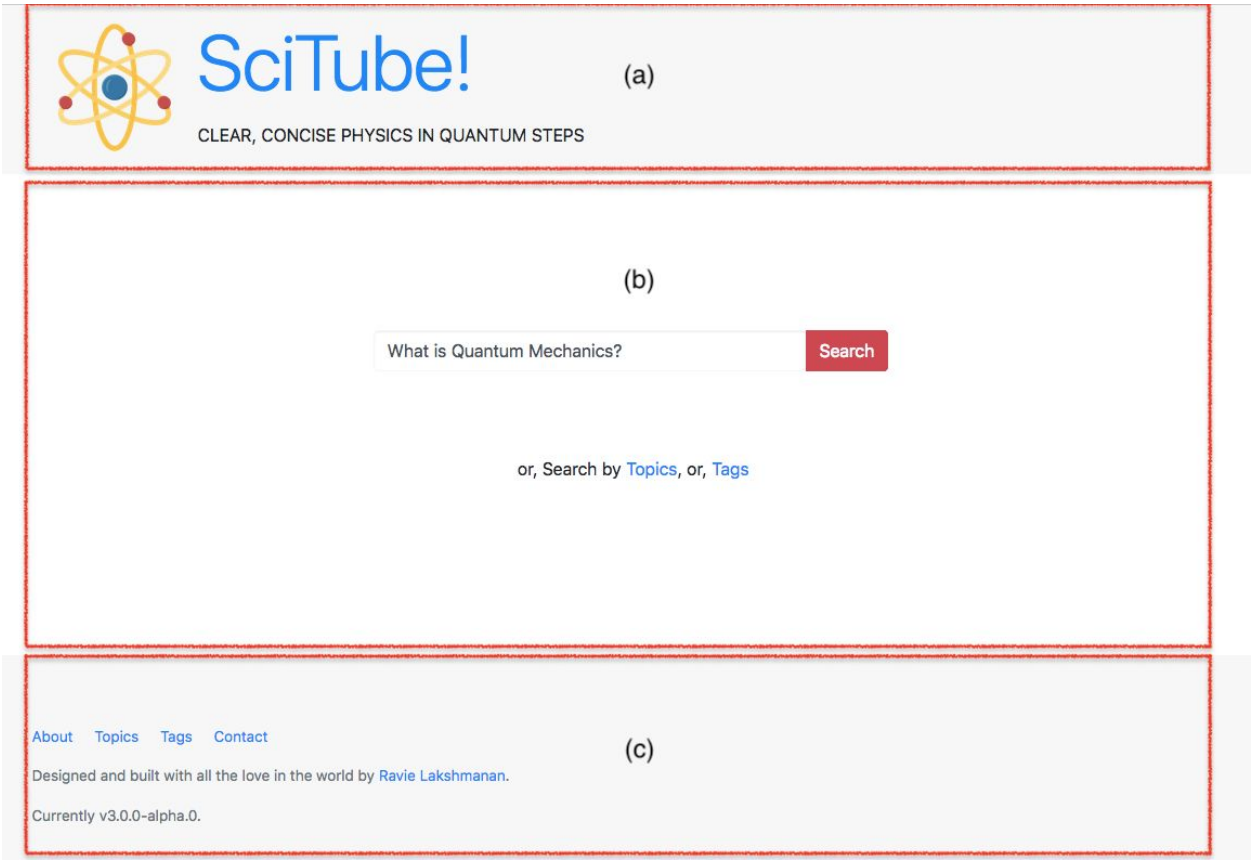




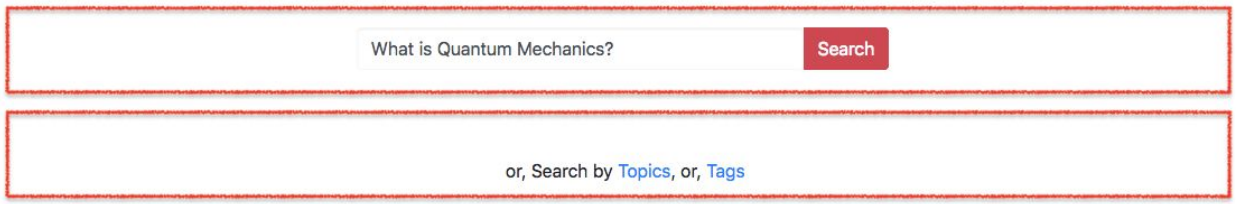
c. It also employs continuity to lay out HTML elements in a smooth fashion one row below the other to avoid confusion and prevent them from being placed randomly all over the page.



3. Layout
    a. The layout was designed in the form of three container divs, each housing the header, the body and the footer of the page

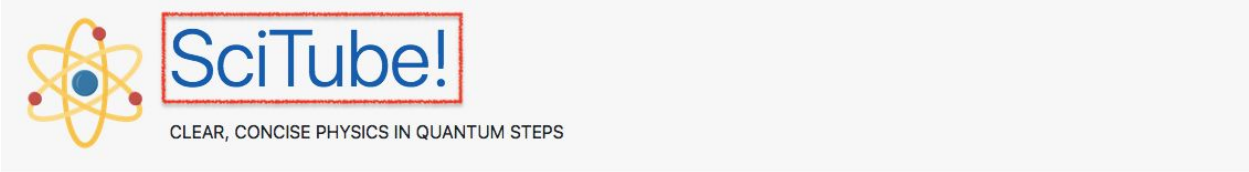


b. The internal structure of the body was laid out in the form of a div that consisted of multiple rows of HTML elements depending on the page. For example, the home page just consisted of a div that included a search box and a button, and another div to include the options to search for videos by topics or tags.

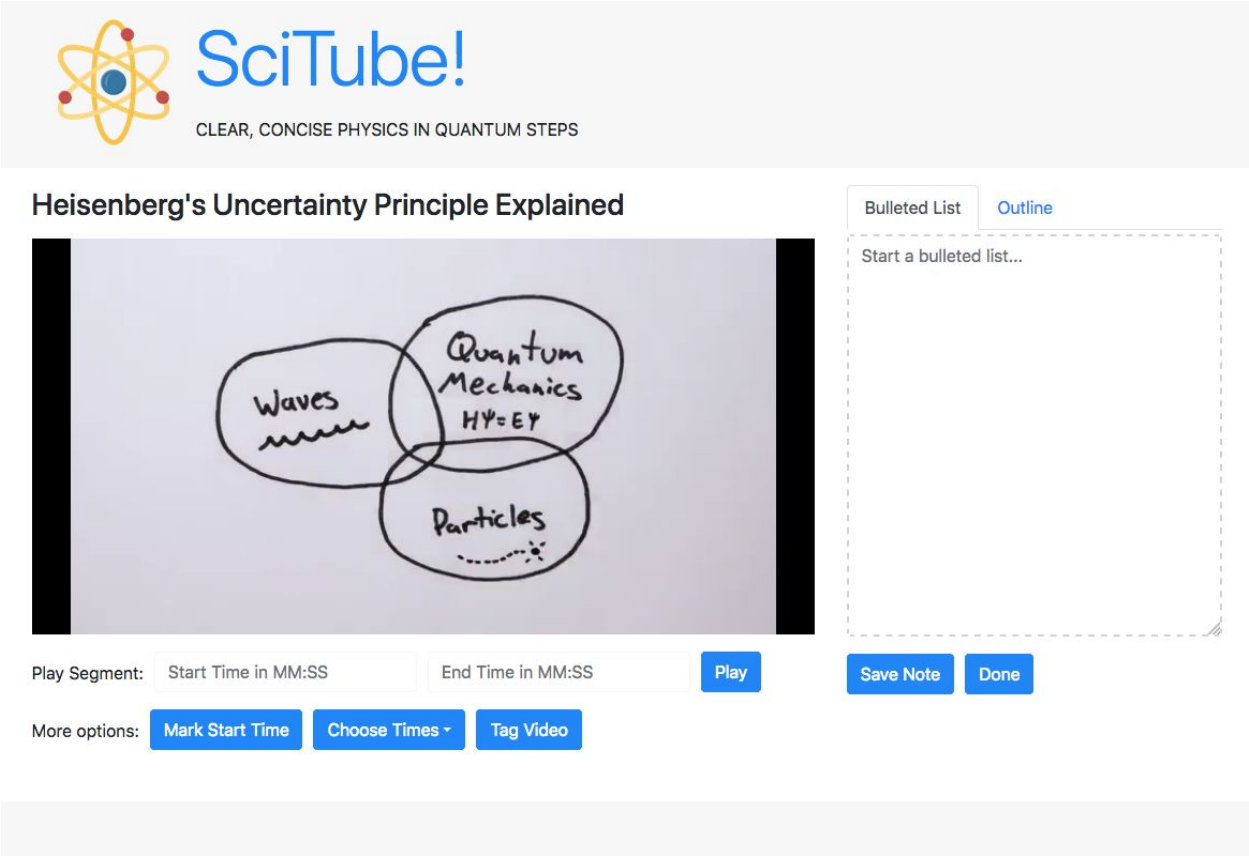


c. CSS styles as specified in Bootstrap were also incorporated to add the necessary padding and styles to ensure that information was presented in a cohesive manner.

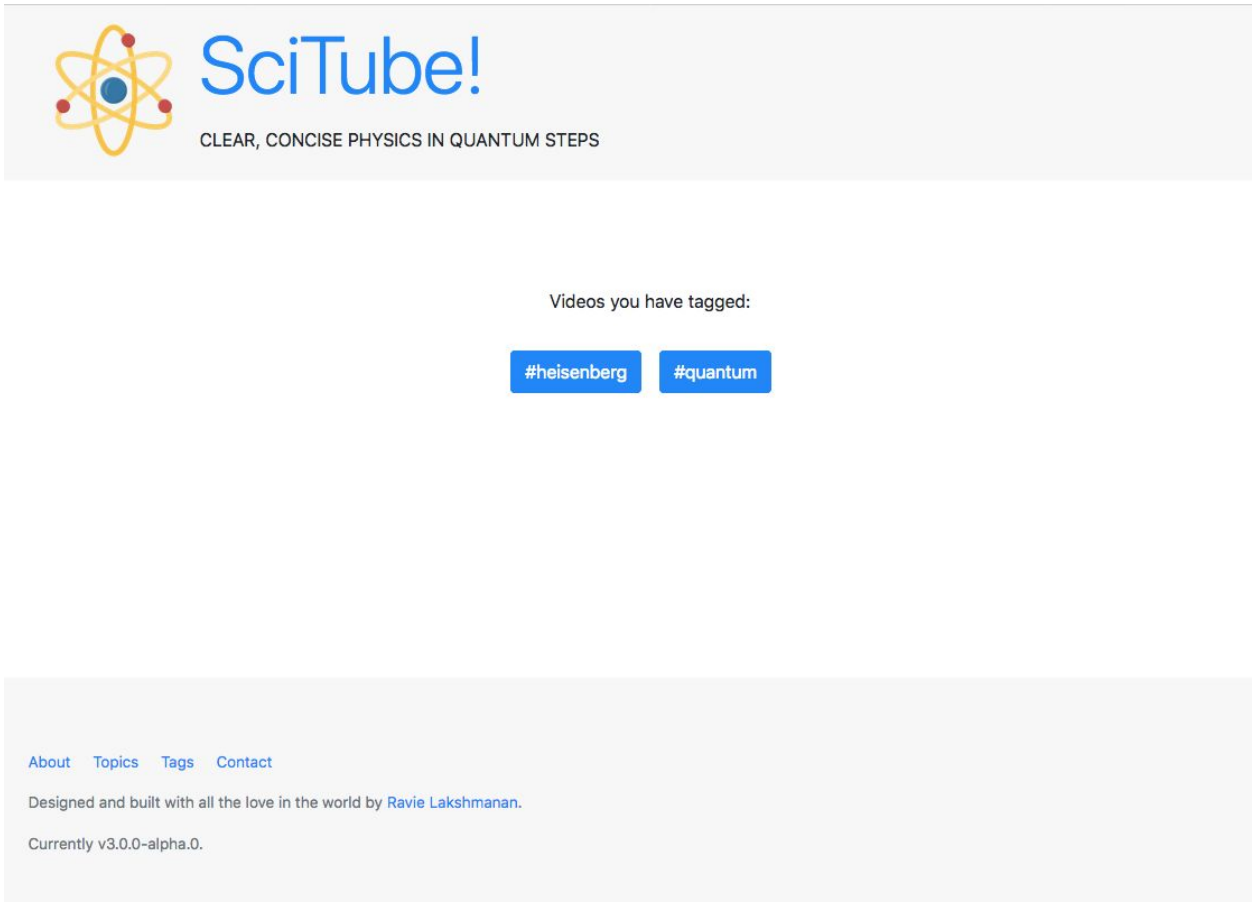
4. Position
    a. The name of the website “SciTube!” is positioned in the top left across different pages of the website.



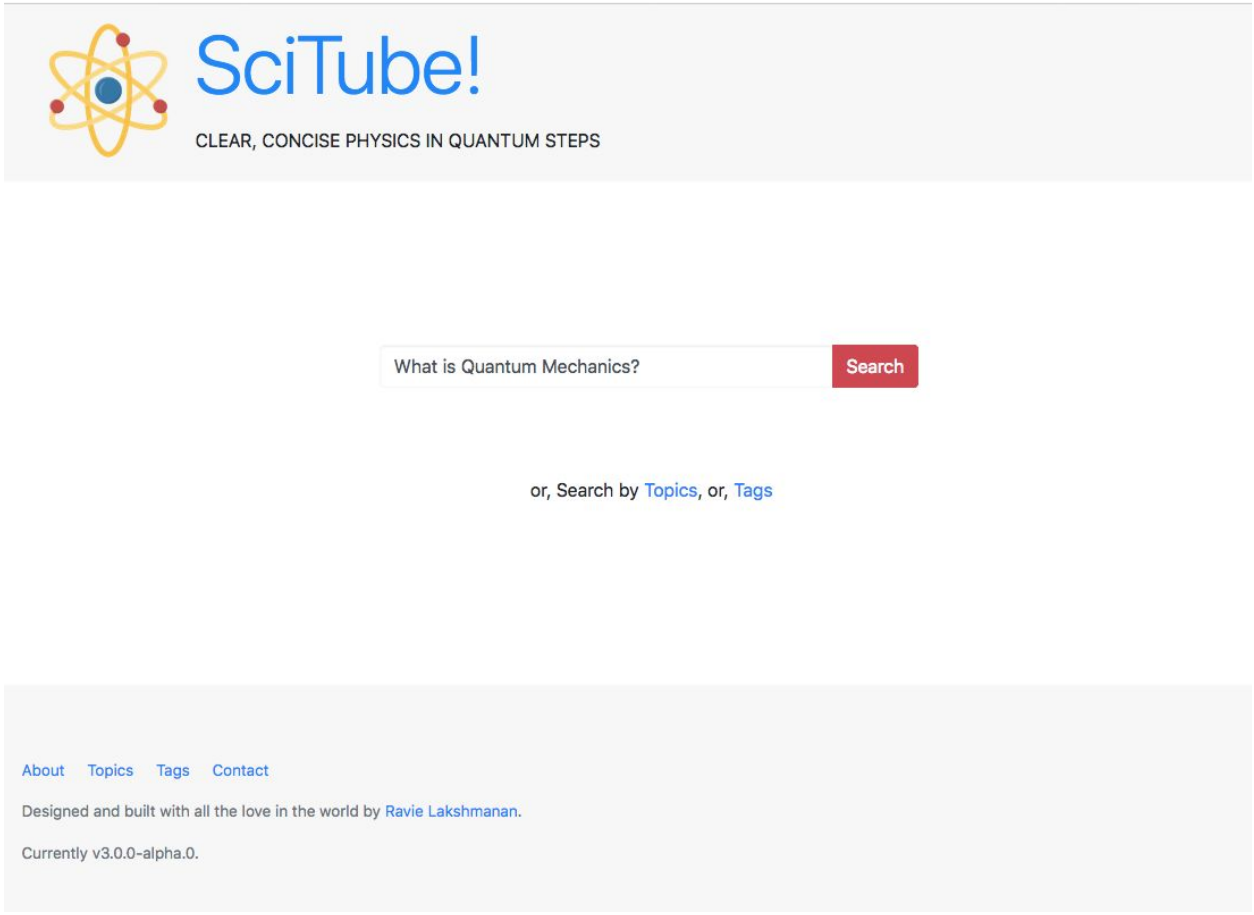
    b. The HTML elements in the page’s body are always centered across different pages:



The video player and the notes, taken together, are placed at the center of the page.

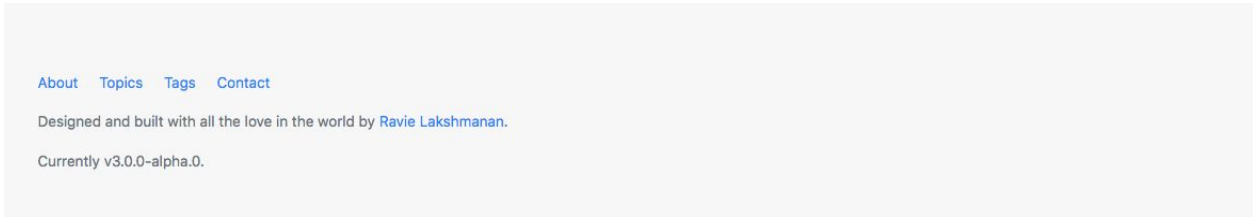


The video tag buttons are center aligned in the page



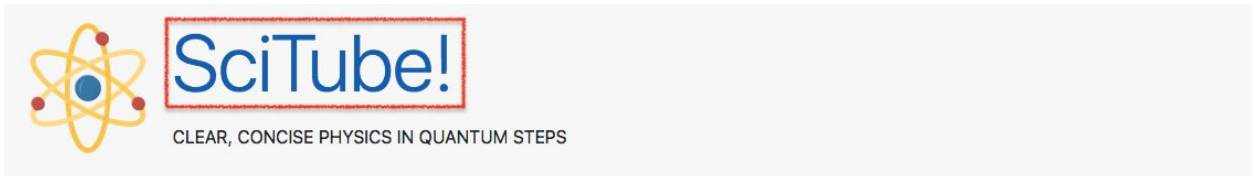
The search bar is center aligned in the home page

c. Footer elements were aligned left to the page.

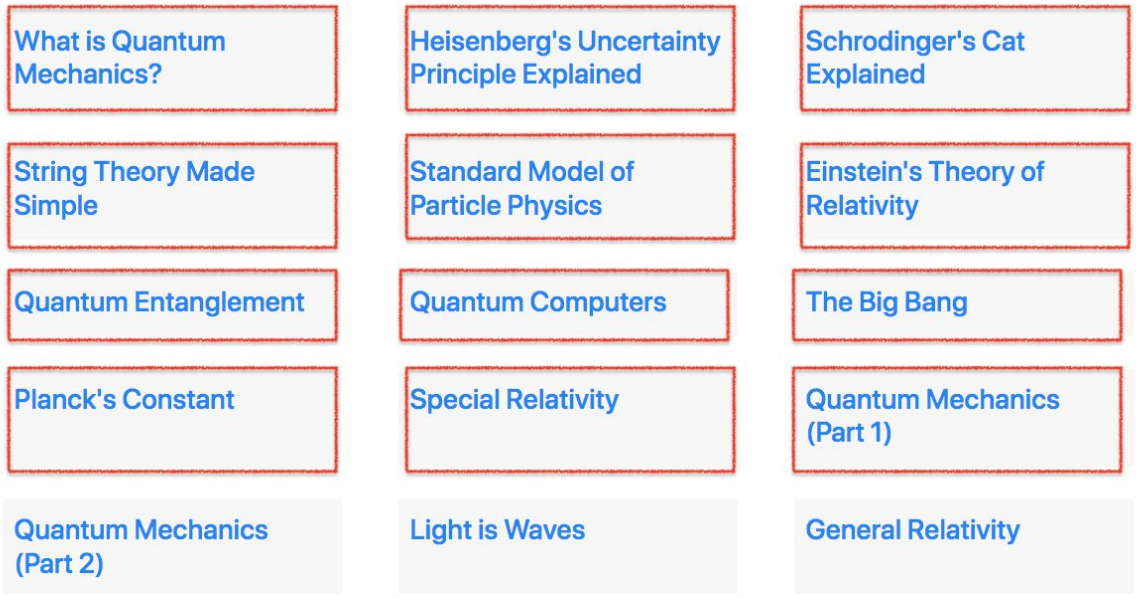


Footer elements are aligned to the left of the page

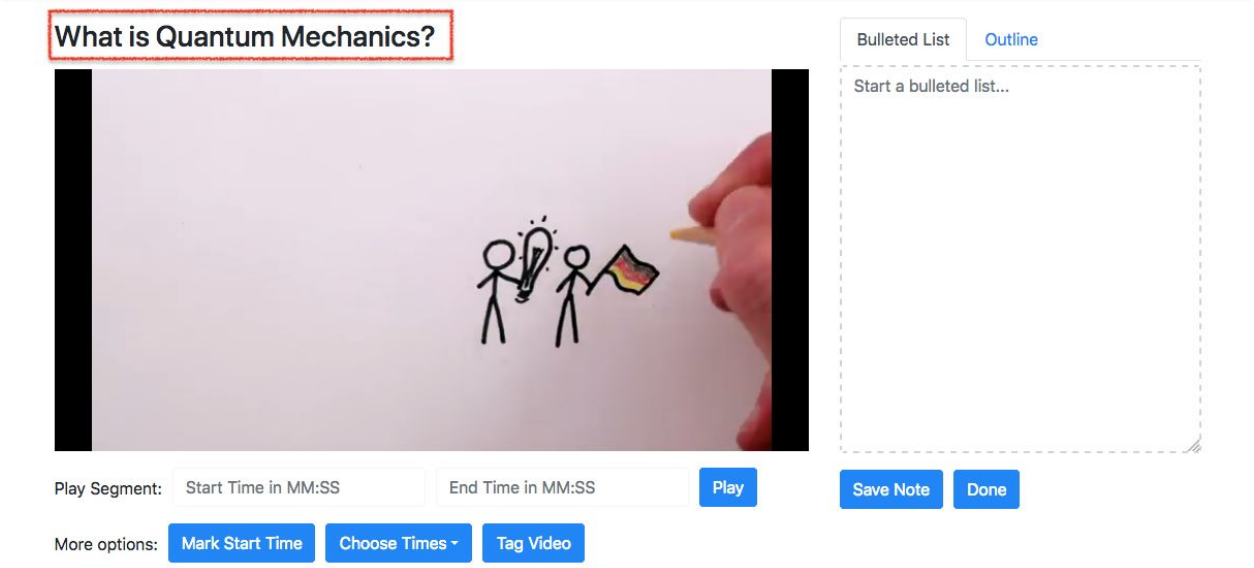
5. Size
    a. The header, which includes the website name, is highlighted using a large font



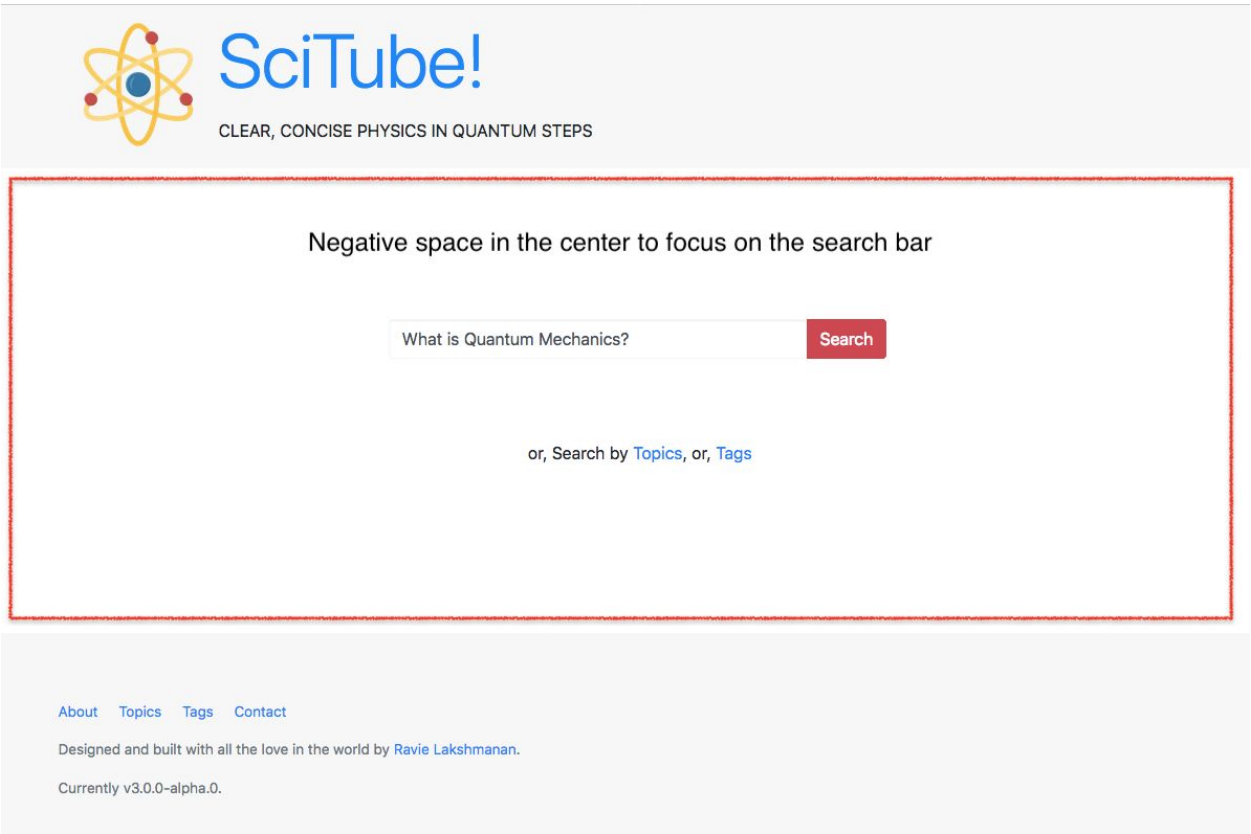
b. The topics themselves are in a larger font to emphasize importance



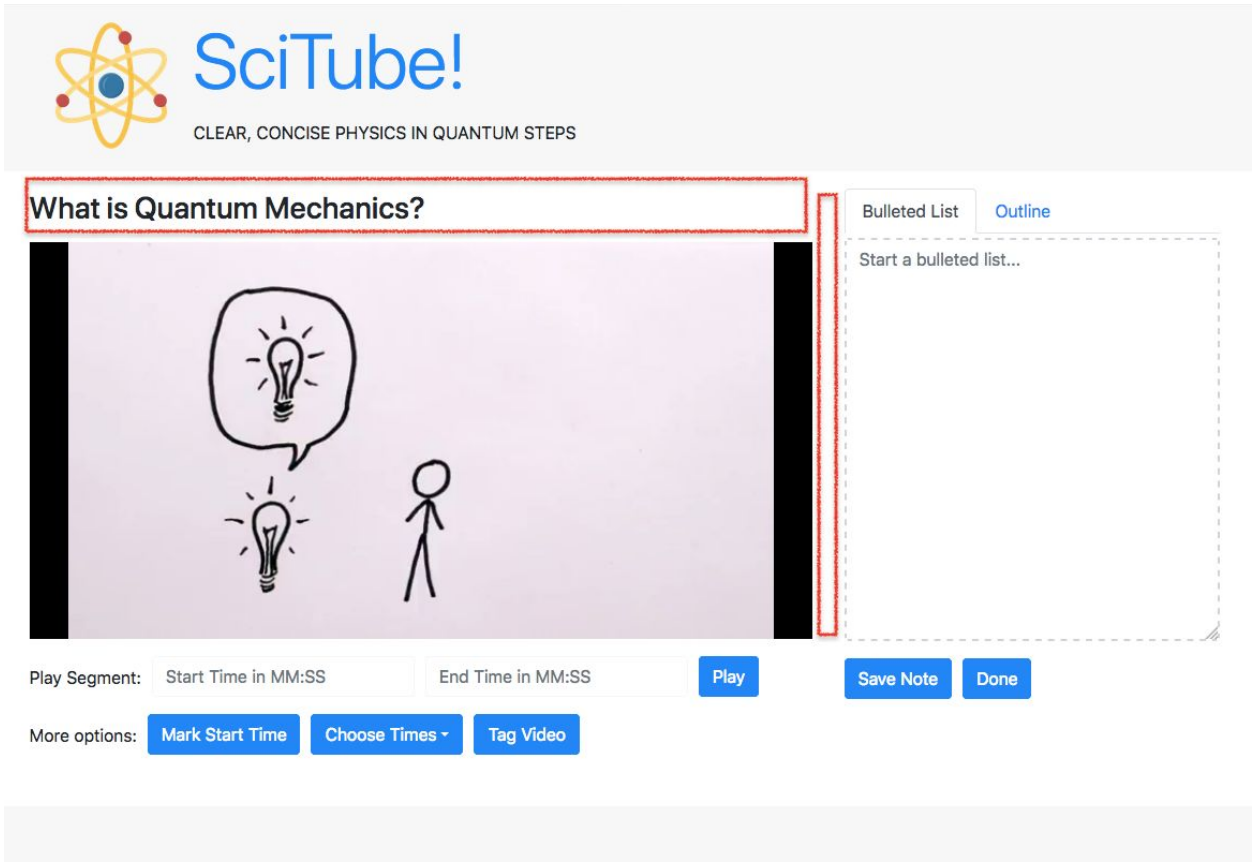
c. The video title is in a large font to enable the users to quickly identify what the video is about



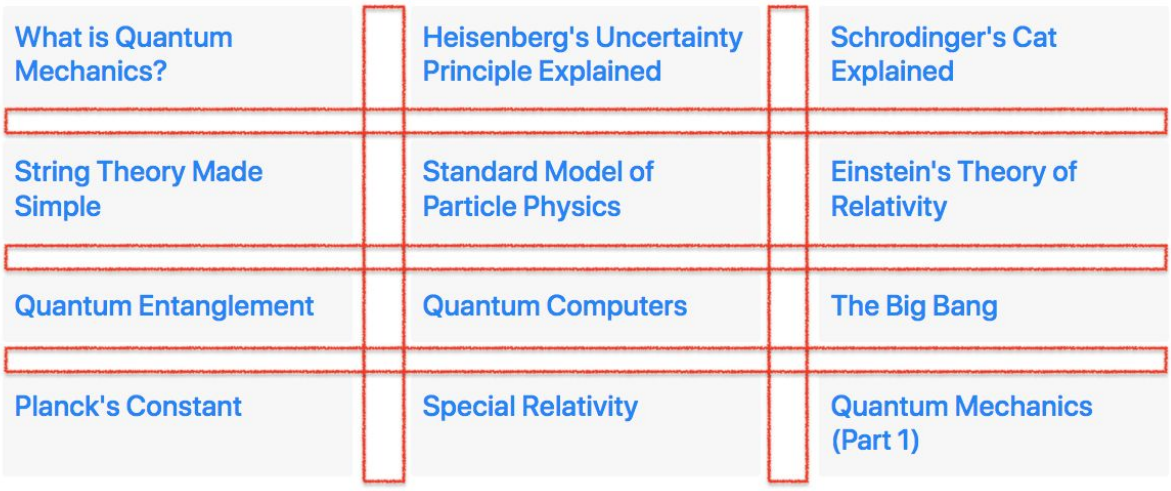
6. Whitespace
   a. The home page emphasizes on negative space in the home page to focus on the search bar in the center:



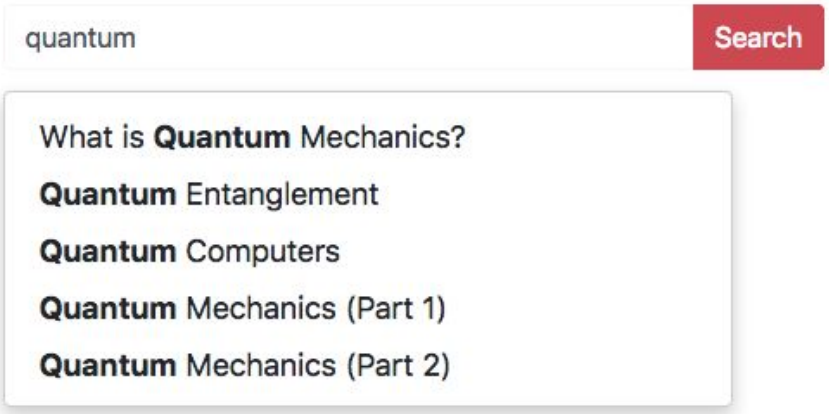
b. Adequate amount of white spaces were added between elements in the video page to prevent the page from looking congested:



c. Whitespace was also used to delineate different topics in the Topics page

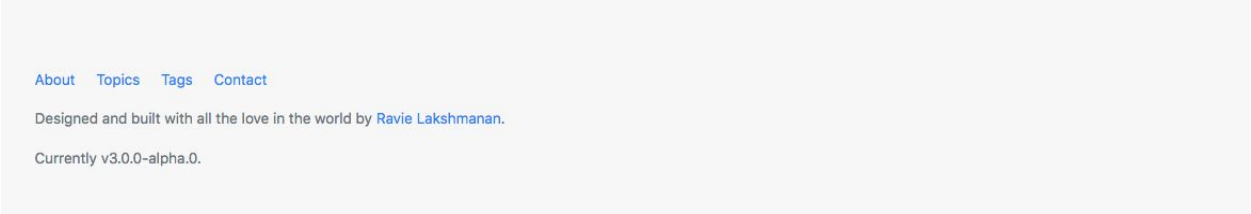


7. Contrast
    a. The autocomplete options are highlighted in bold to indicate the matches.



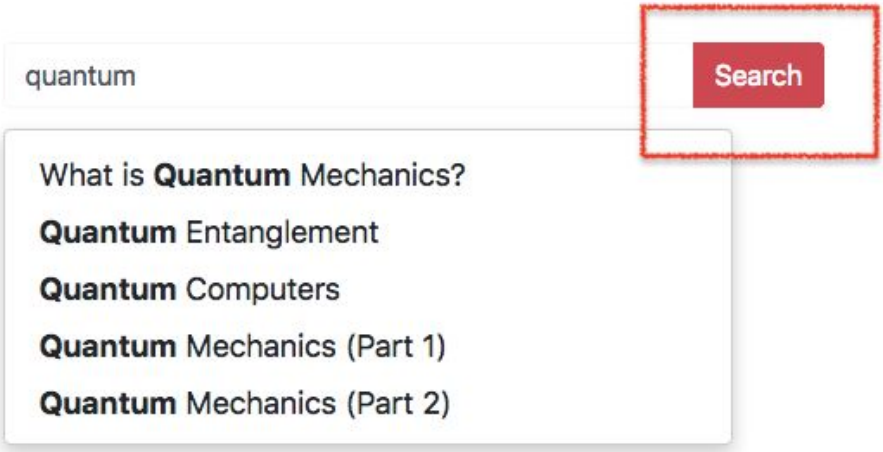
Autocomplete options highlighted in bold

b. Footer has been given a different color to add contrast to the main section of the page.



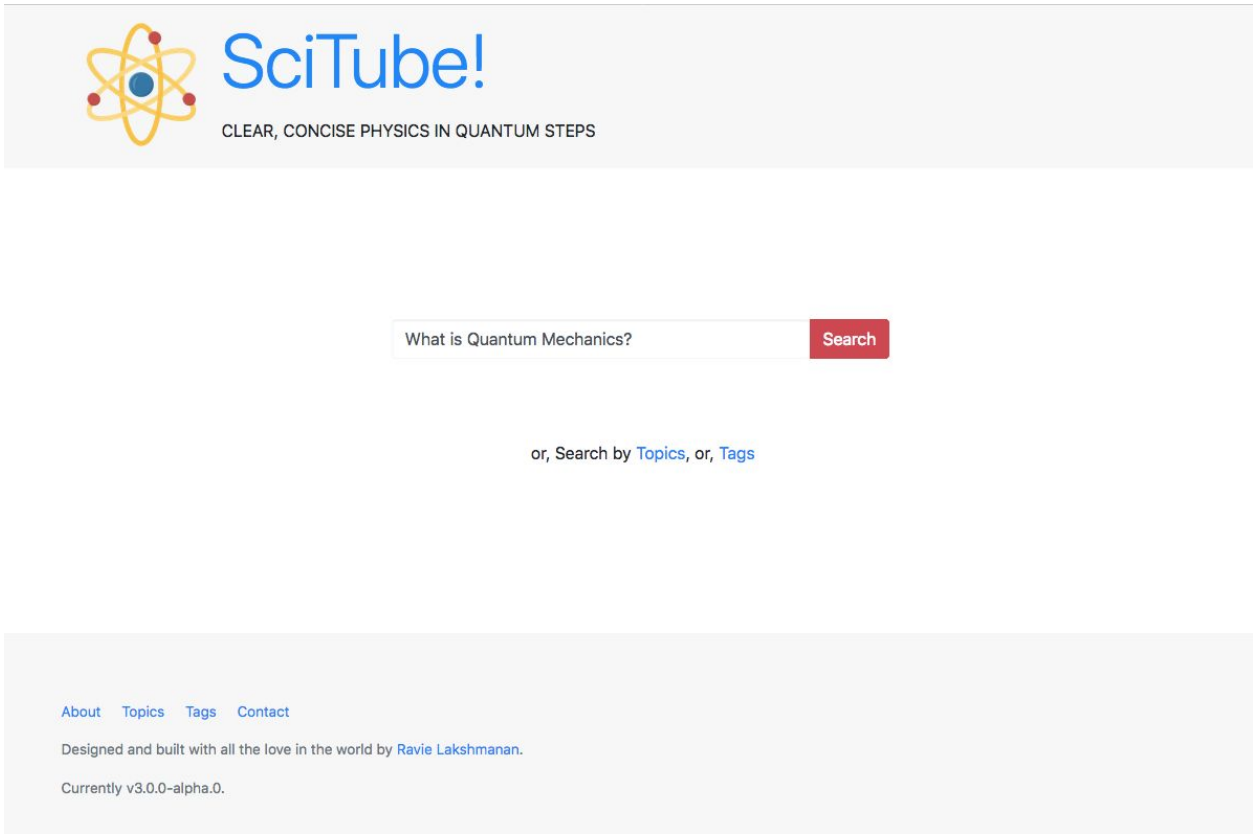
Footer is given a subtle shade of grey to emphasize contrast

c. The search button is in a contrasting red color to indicate the importance of the function.



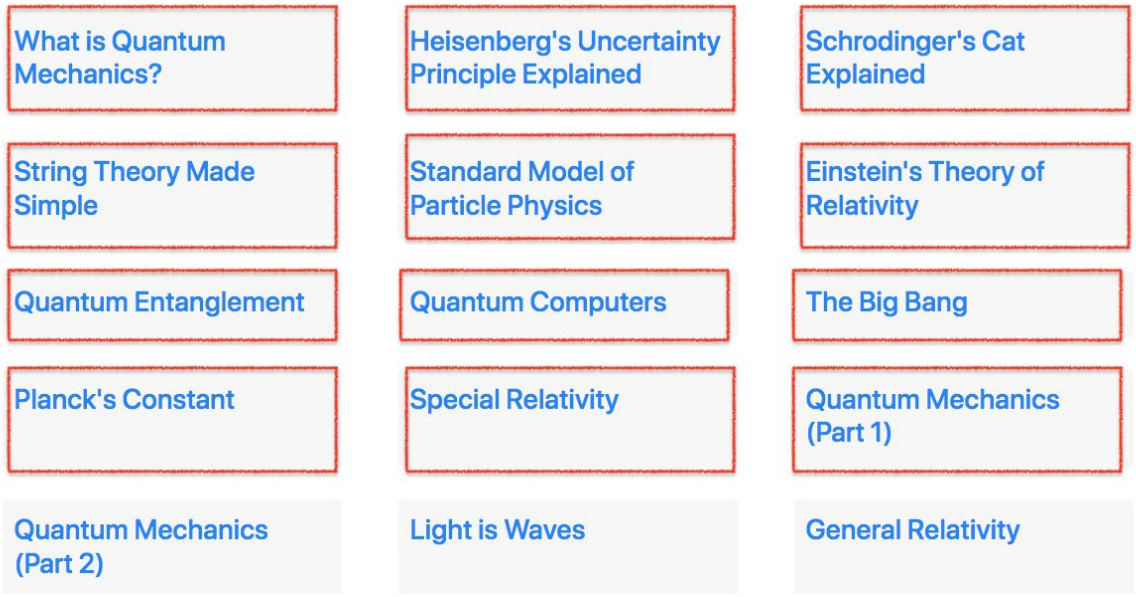
The search button is in red color

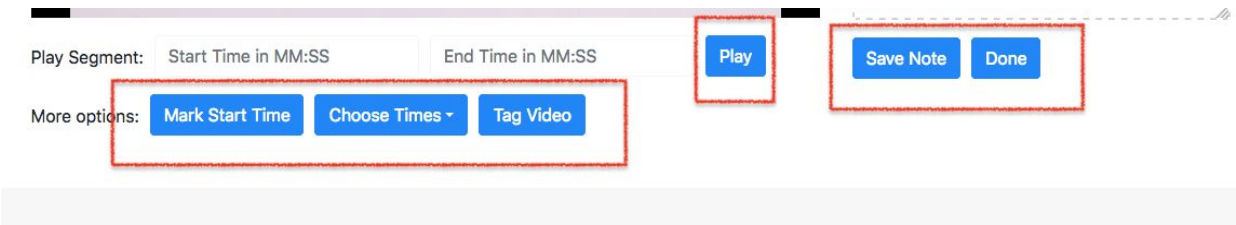
8. Color
    a. The header and the footer were given the same background color, while the center portion, the body, was given a white background to differentiate their functions:



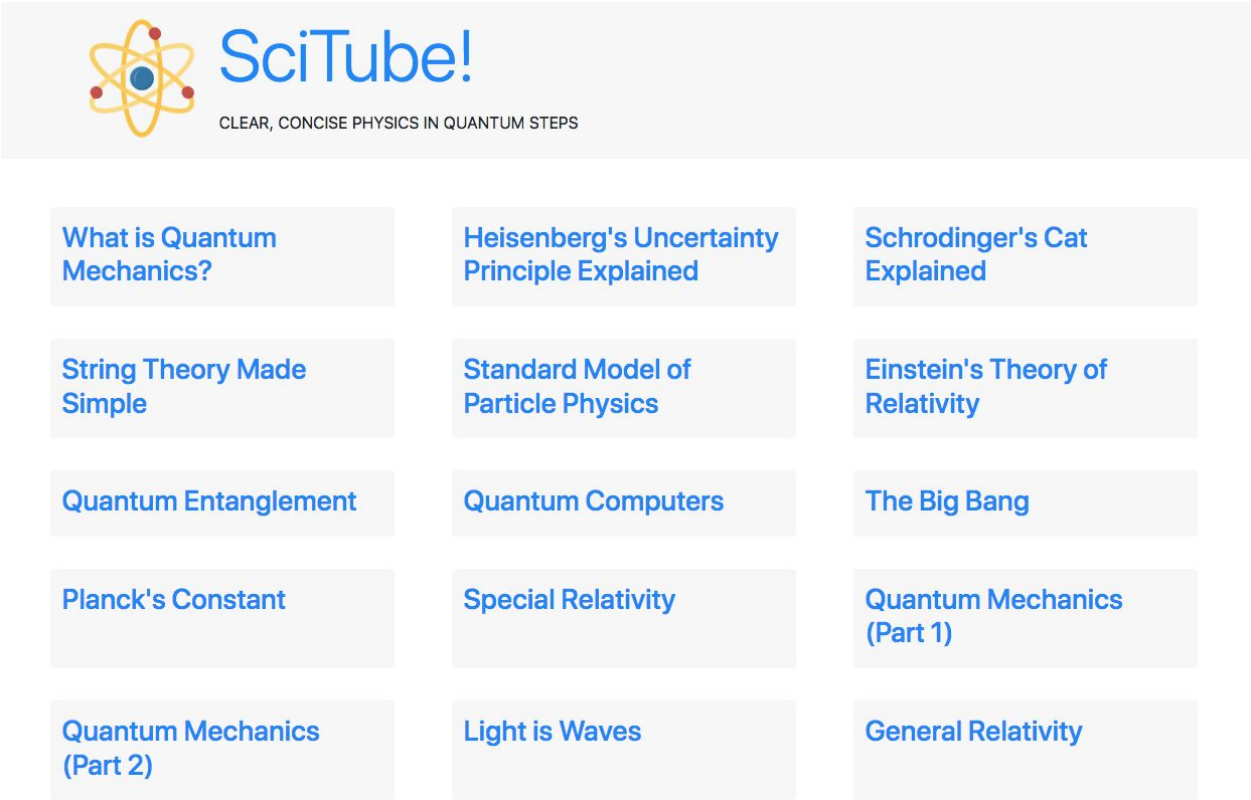
The header and footer are in the same color

b. Hyperlinks and buttons are all given the same color so that users can identify them for what they are without any confusion.





c. The topics page features a card based layout that adds a subtle background to each topic, in addition to separating them.



Hyperlinks and a card based layout to separate each topic