

# Site Analysis Paper of Campus Cooking

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**Proximity is** finding similar items and putting them close together so that an audience can tell that they are intended to be related. A good example of this would be menu items being stacked either on top of one another or side to side so that the user of a site knows what their options for navigation are.

**I have used proximity in my design by** grouping similar items in the contact form. You can see in my design that the fieldsets are grouped by types of data. With phone numbers and email together and so on. My design could have been improved if I was less afraid of white space and left more room between the elements, particularly on my media page.

**Alignment is** the study of how elements line up next to each other, when it comes to paragraphs or text and is particularly useful if you use a grid for your layout. Ensuring that your items are well aligned is an essential part of a design.

**I have used alignment** in the grid portion of my gallery page. The images line up nicely with each other and with their figcaptions. The alignment on my home page could have benefitted from some more work. I feel like my lists were awkwardly placed and should have been more horizontally set rather than everything being horizontal.

**Repetition is** the repeating of certain elements on a web page. This could also be defined as having a consistent look and feel to a website.

**I have used repetition by** reusing code from old pages when I created new ones. This was advantageous, especially when it came to keeping consistent navigation, but sometimes I forgot to delete things like the “questions and comments” text in the footer. That was a strike against me for practicing good repetition as some pages had it and some didn’t.

**Contrast is** visible anytime that two items have noticeable differences between them. Contrast is extremely important in design, especially when it comes to font colors and their backgrounds. If there isn’t enough contrast, text can become difficult to read.

**I have used contrast by** having a light colored text on a dark colored background, especially on the header and navigation. My main regret is that the gradient near the bottom of the home page is too light on one side and makes it hard to see the h2. If I had used a dark color or some soft of text shadows it would make it easier to see on the light part of that background.

**Typography is** the presentation or decoration of type. Typography is extremely important for establishing a “vibe” for your website. For example, a more professional website might use more serif fonts, whereas a cooking blog might use more scripting fonts.

**I have used typography by** adding fonts to my pages. My favorite font is the open sans I use in the body paragraphs. I think that it is easy to read and fits well. I think that I could have tried harder to find a more interesting font for the typography of my header where it says “Campus Cooking”.