# shoecrew

Website Analysis

Proximity

Proximity is one of Gestalt's Principles of Perception, and is the idea that **elements close together are perceived as related or part of a group**. This principle is important in designing layouts and website structure. For example, a series of dots spaced closely together trick the eye into thinking it is one continuous dotted line. Grouping reduces complexity in designs and establishes connections between elements and the ideas related to them.

I used proximity throughout my website to group different card items together. One prominent example can be observed with the brand logos on the intro page.

Browse all your favorite shoe brands in one place.
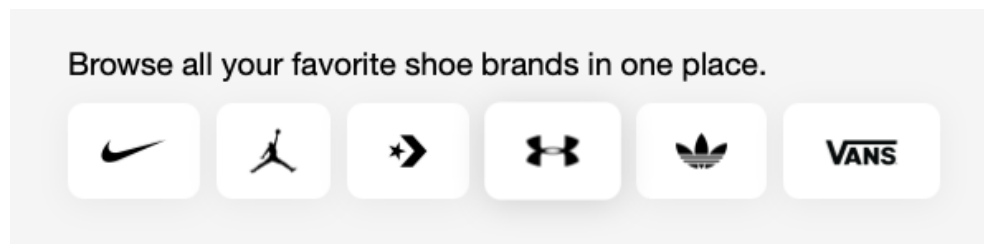
I've spaced the logo cards closely together to establish a connection between the elements. User's looking at this display will realize that they are all shoe brands. The even spacing reduces any complexity that may confuse the user.

Alignment

Alignment is another well-known design principle. It is when **elements are placed so their edges line up** along in rows or columns, or by the elements common center. This principle is used to create unity on cohesion.

Alignment also helps lead users through a design, for example, the alignment of a body of text signals cues about the design and can guide the user from left to right.

I've used alignment in my website to create unity in my card tables. There are a number of products on display, formatted as cards. I've aligned those cards in rows in columns to make it easier for users to scan for products.

Repetition

Repetition involves **reusing elements throughout the design** to establish consistency. For example, a website should repeat an identical navigation element across different pages to connect them together. Repetition is also found in typography, colors, and spacing. Using consistent repetition strengthens the overall design of a website.
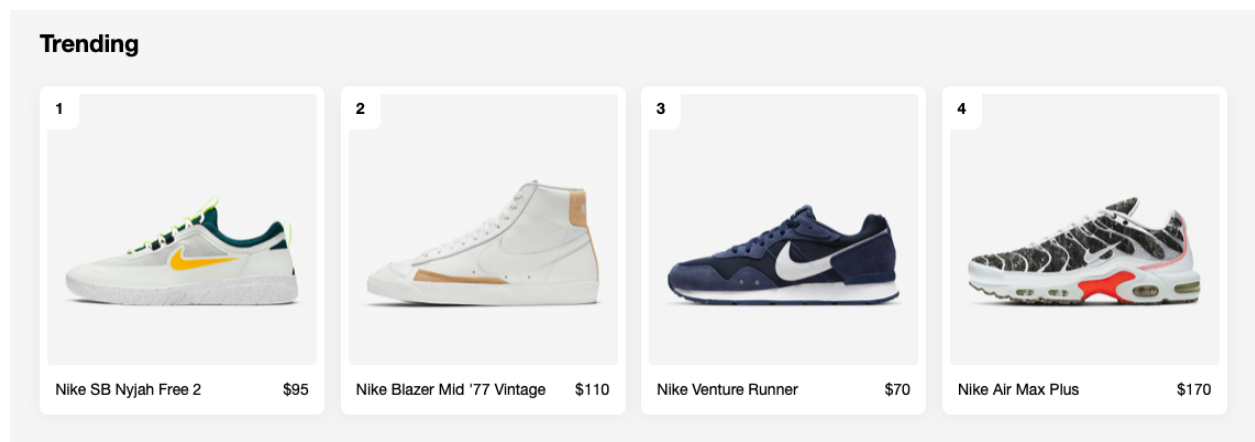
I've used repetition with my card elements. Each card reuses the same css class with added classes for variation. This repetition helps the users become familiar with the product card design rather than re-learning a new design for each product.

Contrast

Contrast is one of the more essential design principles, as a website with poor contrast is hard to read. Contrast is the **visual ratio between background and foreground elements**. Contrast is used to separate

elements from each other and increase legibility in text. There are accessibility standards, known as WCAG Compliance, to ensure proper contrast is used.

I've used contrast with a light gray background and true black text to make body copy easier to read. There are certain areas where contrast is not as high but I've compensated that with borders and spacing to ensure design elements are still visible.

Typography

Typography involves a number of aspects of design including font families, styles, weights, and sizes. A website with good typography uses a clean font-family with readable styles and weights. It also ensures that font size is large enough to be readable from both desktop and mobile sites. A design should decide their typographic styles beforehand and use them consistently throughout the website.

The font I've used for my website is Helvetica Neue, which is a sans serif font face designed with digital design in mind. I've also used varying weights and styles to convey hierarchy and emphasis. Along with styles, I ensured that font size doesn't drop below a 12px size so that it is readable from all platforms.