# Layout

The design, or layout, that I chose for my website is based on a minimalistic blog approach. I personally enjoy looking at websites with clean templates and minimal colour. Such an approach allows for individuals to concentrate on the content present rather than be distracted by other items.

# Colour Theory

Following the minimalistic approach, I applied a monochromatic colour scheme to the website created using colours and shades of white, black, and greys. All of the pages of this site contain a white background and wrapper along with a header, opening statement, separate contents, and a footer.

The first page, or “Home” page, contains a grey font coloured header and opening statement. It also contains two content areas, both separated but centered in the middle. These content areas are coloured grey, but have black borders to add some contrast from the white background. The font colour of these content boxes are black as it would be easier to read then having another hue of grey.

The second page, called “Food”, also contains a grey font coloured header and opening statement. However, has a slightly different layout from the first page as it does not contain any coloured or bordered content areas. The purpose of this was due to this page containing multiple pictures, which would clash with such content areas and make it look “unorganized.” However, the pictures included on this page are all wrapped in a black border, with the purpose of creating a minimal picture blog post look. The writing on this page is black to keep the consistency from the first page.

The third page, called “Random”, leads to a blog post called “How to Survive College 101.” Like the first and second page, this page also contains a grey font coloured header and opening statement. This page essentially has six content boxes, which are separated into two different sections (three content boxers per section). Similar to the first “home” page, the content areas are coloured grey and have black borders. The font colour is also black to keep the consistency of colours from the other pages.

Design Principle (C.R.A.P)

Contrast is incorporated into the layout of my website through the monochromatic colour scheme, and through the different sizes of text used. For example, as mentioned earlier, the grey content areas with the black borders is meant to contrast from the white background. Additionally, different sizes of text are used for different aspects of the sites as the main header text of the page would be in larger sizing compared to content text. Repetition is portrayed through various characteristics of the website through the consistency of the content text colours, and page header size and colours. It is also shown through the bordered content elements which are consistent on all three pages created. Alignment is also present throughout the website through the vertical alignment of the content areas in the middle of the page on the “Home” page, and the horizontally aligned content areas on the “Random” page. Alignment is also portrayed through the centering of the main header, opening statement, and navigations present on each page. Finally, proximity is portrayed through the way the content is spread out. Throughout all pages of the website, the content, whether it be pictures or text, is separated in a manner that prevents it from looking clustered.