Web Design & Computer Principles
CSCI-UA 4

Principles of Web Design
Thought, Form, and Context
Thought
Thought

Design is a process that involves you.
Form

Photography
Illustration
Line and Shape
Texture
Color
Typography
Composition
<table>
<thead>
<tr>
<th>Form</th>
<th>Hue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Color</td>
<td>Value</td>
</tr>
<tr>
<td></td>
<td>Intensity</td>
</tr>
</tbody>
</table>
**Form**

**Typography**

**Font selection**

**Type size**

**Alignment**

**Letter spacing**

**Line spacing**

**Grammar**
Form
Composition

Rhythm
Proportion
Structure
Variation
Balance
Boundary
Space
Context
Context

Age
Ethnicity
Geography
Interest
Education
Market
Social Group
Cultivating a mindful design approach allows you to do more with less.