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
Form

Color

Hue
Value
Intensity
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.
Web Design & Computer Principles
CSCI-UA 4

Principles of Web Design
Thought, Form, and Context