There are many guiding principles by Gestalt that can be used in the design of a webpage. Two of the primary principles used in the design of the Image Viewer website are proximity and figure/ground. The box on the index and contact page separates the information in the box from the background. The information in the box is separated to show that it contains the important information that the user should view. I used continuity and similarity in the way that the colors, boxes, and fonts on each page are the same. The boxes are in the same place and the colors and the fonts are the same throughout the website. By placing the boxes in the same location the user can easily find the information on each page. Another major aspect I considered when designing the site was symmetry. It was important that the information and navigation was presented in a way that reduced the complexity so users could have an easy viewing experience.

In terms of the IOS Human Interface Guidelines I tried to include their concept of key colors. The guidelines suggest that giving a color can unify and create a visual theme. Color can be useful in sites that do not use much color because it can show to the user the important parts of the page and draw their attention to them. Therefore, on my contacts page I used a pink color to adhere to this concept. Another important guideline I included was the use of borders on the buttons to distinguish them apart from the other material on the page. I used this technique throughout my project in order to make it clear to the user that it was a button and they could click on it. Additionally, the guidelines suggest that it is best if users can tap or use the keyboard to make a selection. Although the guidelines are referring to inputting information this concept can also be applied to the image viewer. Users can easily scan through the different images. They do not have to take extra steps or continuously click “next” and “back” to view the images; users can just press on the picture they would like to see to view it.