

## 1. The chosen website and Representative task:

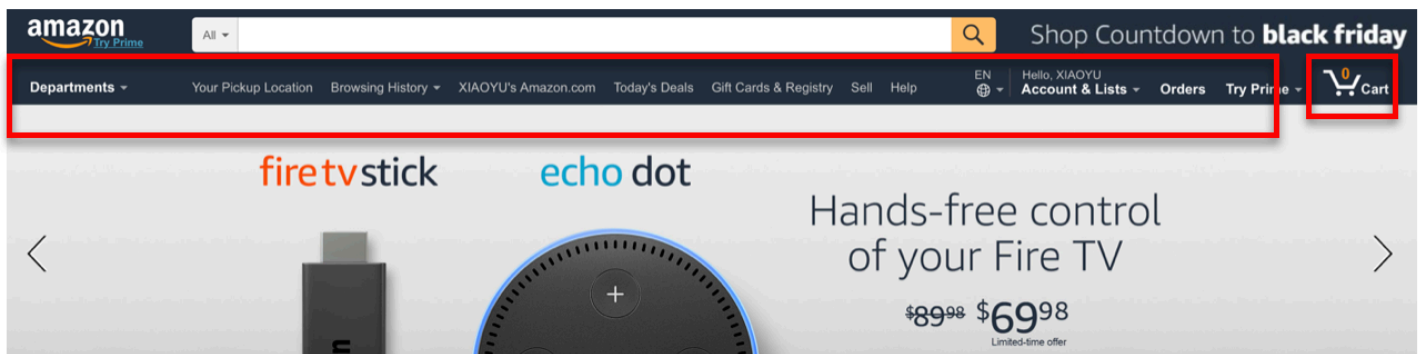
Amazon shopping website

## 2. Graphic design principles:

### 1) Simplicity

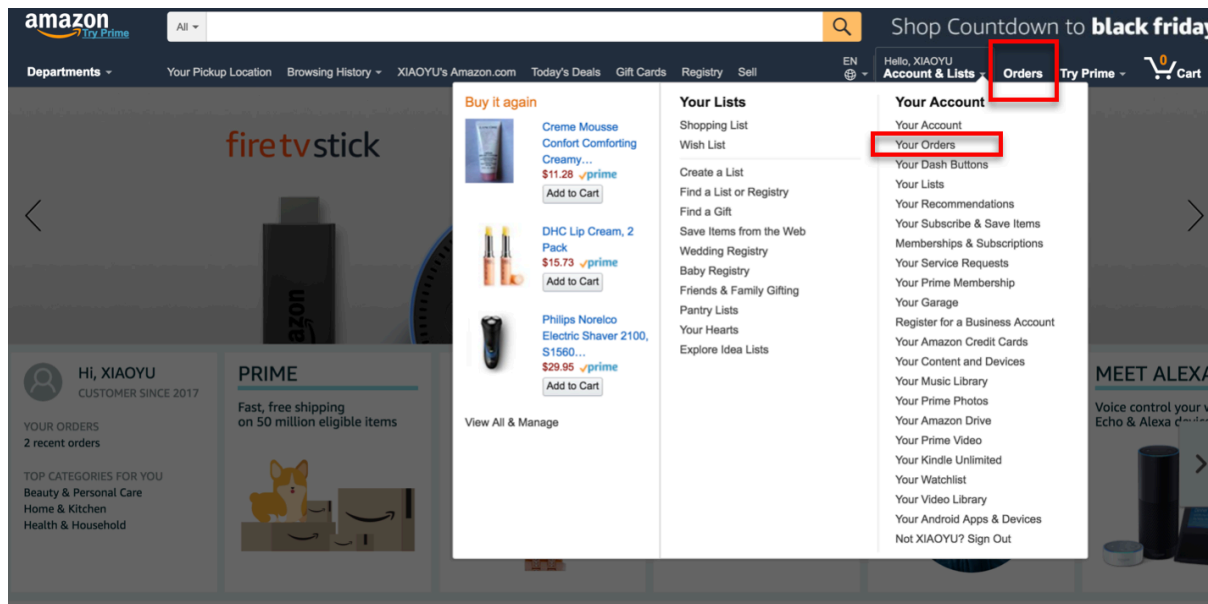
Good examples

- a. The icon of cart demonstrate the principle of reduction well. It includes the bare minimum of details that are essential to cart, such as the number of products in the shopping cart.
- b. The labels of the menu have the same color (white) and size.



Bad example

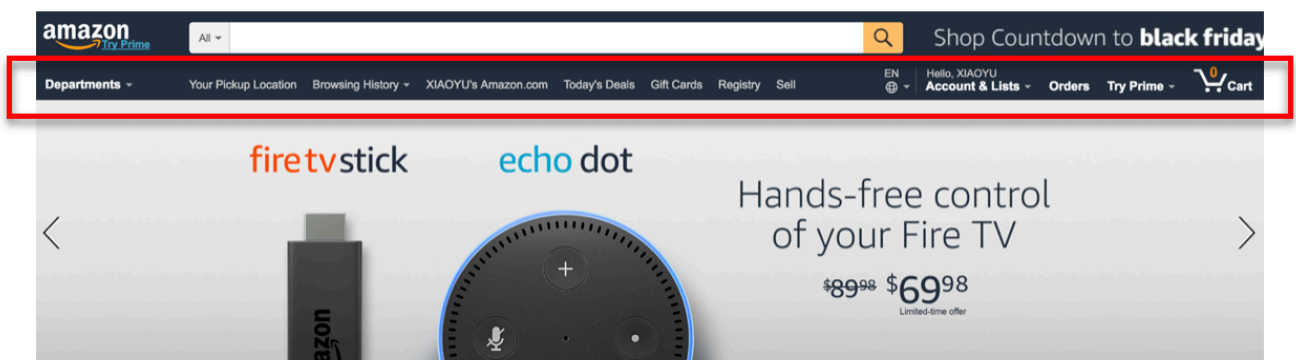
There are two orders (as shown in the red rectangle): one is in the menu and the other is in the Account & Lists. They have the same function and can be removed one of them without destroying its meaning.



## 2) Contrast

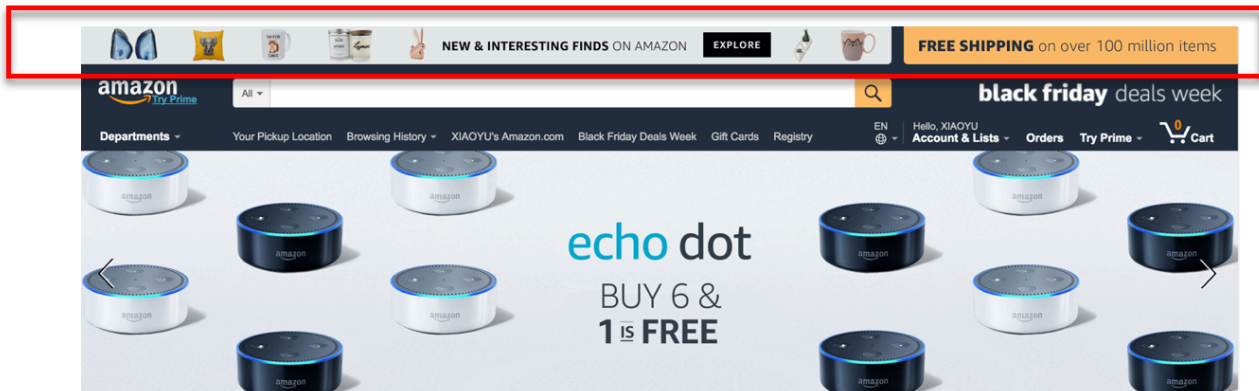
### Good example

The labels of the menu have different fonts: the fonts of Department, Account & Lists, Orders, Try Prime, Cart are thicker in order to highlight that these labels are more important and their function is more often used.



### Bad example

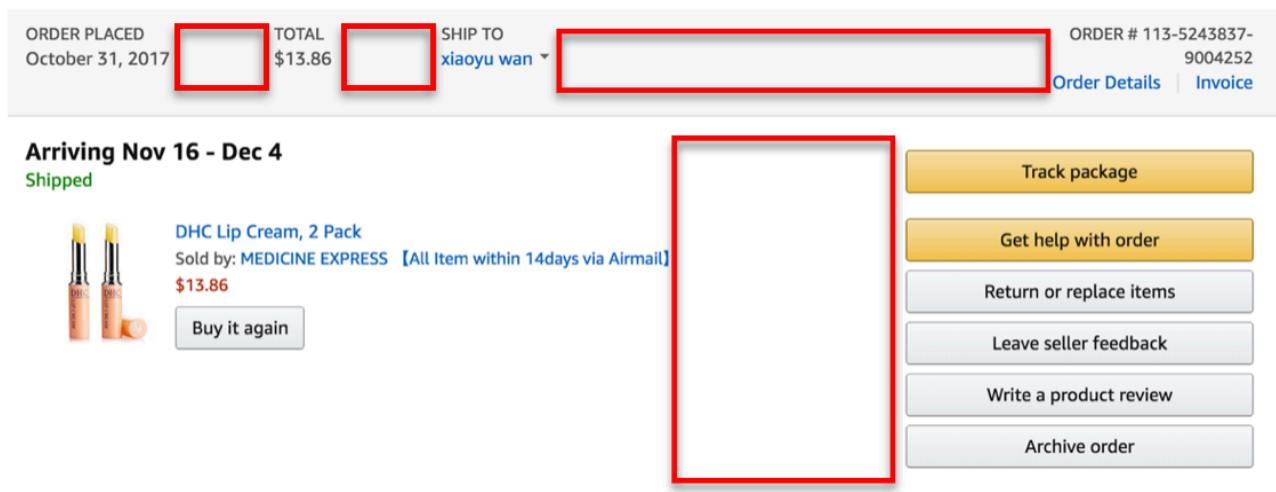
The menu in the top has different style (as shown in the red rectangle), but it looks messy and doesn't make easier to read.



### 3) Whitespace

#### Good example

The order page have whitespace between 'order placed', 'total' and 'ship to', whitespace between 'ship to' and 'order' number, whitespace between product information and buttons, leading to the interface look concise and effortless.



#### Bad example

The introduction of the specific properties of items (as shown in the red rectangle) does not have the proper whitespace, making it hard to read.

amazon **black friday deals week**

Electronics

Departments Your Pickup Location Browsing History XIAOYU's Amazon.com Black Friday Deals Week Gift Cards Registry

Computers Deals Laptops Tablets Desktops Monitors Computer Accessories PC Components PC Gaming

Electronics > Computers & Accessories > Laptop Accessories > Bags, Cases & Sleeves > Folio Cases

**ELECTRONICS Gift Guide** 'Tis the season for shiny, new tech Shop now

You purchased this item on September 29, 2017. [View this order](#)

**iXCC**  
**[2 in 1] iXCC Rubberized Hard Shell Case with Keyboard Cover for Apple MacBook Pro 13-inch Without Retina Display (Model A1278) - Clear**  
 ★★★★★ 50 customer reviews

**Currently unavailable.**  
 We don't know when or if this item will be back in stock.

- Specifically designed for Apple MacBook Pro 13.3" without Retina Display, Model: A1278. Find the Model No. at the bottom of your laptop if not sure. ATTENTION: This case can NOT fit MacBook Air 13.3" and MacBook Pro 13.3" with Retina Display, nor MacBooks released since 2016
- Translucent hardshell case cover with matte finish, lightweight style
- High quality rubberized coating protects your MacBook from knocks and scratches and rubberized feet keep your MacBook stay in place
- Form-fitting Design let you access to all features with case on and Air-follow through ventilation areas for heat release
- 2-Year warranty ensures long-lasting enjoyment of your purchase, package includes: 1x case, 1x keyboard skin

[Compare with similar items](#)

**Currently unavailable.**  
 We don't know when or if this item will be back in stock.

[Add to List](#)

Have one to sell? [Sell on Amazon](#)

## 4) Alignment

### Good example

In the drop-down button, by moving all the elements over to the left and giving them one alignment, the information is instantly more organized.

amazon **black friday deals week**

All

Departments Your Pickup Location Browsing History XIAOYU's Amazon.com Black Friday Deals Week Gift Cards Registry

EN Hello, XIAOYU Account & Lists Orders Try Prime Cart

**XIAOYU's Amazon**

**YOUR ORDERS**  
 3 recent orders [View orders](#)

**AMAZON PRIME**  
 Try Prime [View benefits](#)

**Your Orders**  
 Track, return, or buy things again

**Your Addresses**  
 Edit addresses for orders and gifts

**Digital content and devices**  
[Amazon Drive](#)  
[Apps and more](#)  
[Content and devices](#)  
[Digital gifts you've received](#)  
[Games and software](#)  
[Music settings](#)

**Buy it again**

**Creme Mousse**  
 Confort Comforting Creamy...  
 \$11.28 [prime](#)  
[Add to Cart](#)

**DHC Lip Cream, 2 Pack**  
 \$15.89 [prime](#)  
[Add to Cart](#)

**Philips Norelco Electric Shaver 2100, S1560...**  
 \$29.95 [prime](#)  
[Add to Cart](#)

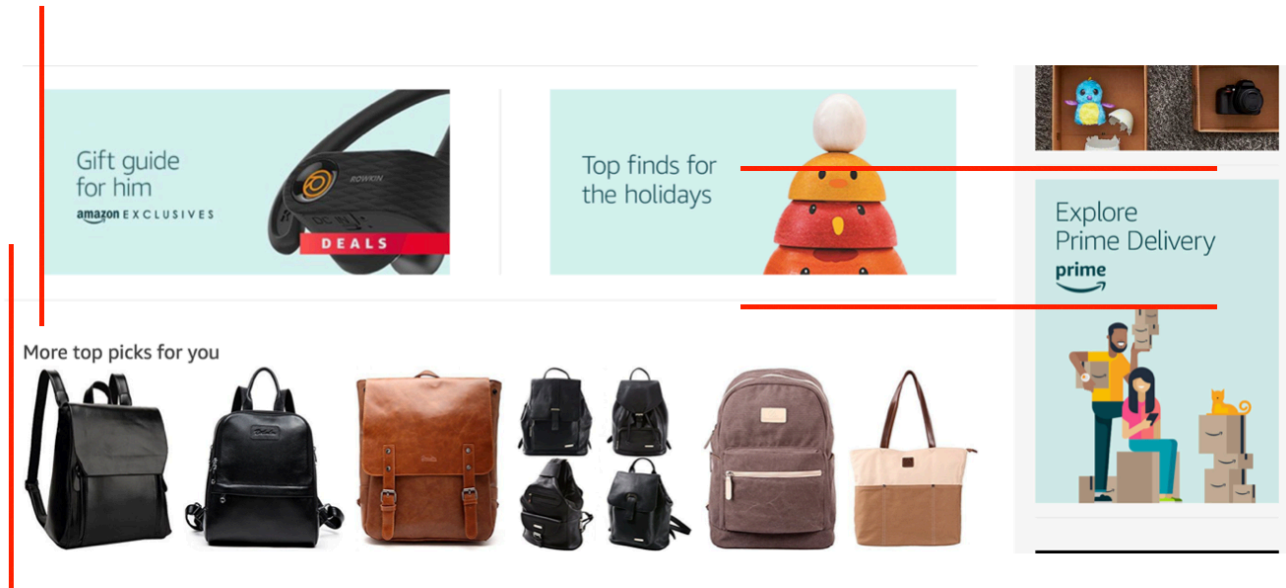
[View All & Manage](#)

**Your Lists**  
[Shopping List](#)  
[Wish List](#)  
[Create a List](#)  
[Find a List or Registry](#)  
[Find a Gift](#)  
[Save Items from the Web](#)  
[Wedding Registry](#)  
[Baby Registry](#)  
[Friends & Family Gifting](#)  
[Pantry Lists](#)  
[Your Hearts](#)  
[Explore Idea Lists](#)

**Your Account**  
[Your Account](#)  
[Your Orders](#)  
[Your Dash Buttons](#)  
[Your Lists](#)  
[Your Recommendations](#)  
[Your Subscribe & Save Items](#)  
[Memberships & Subscriptions](#)  
[Your Service Requests](#)  
[Your Prime Membership](#)  
[Your Garage](#)  
[Register for a Business Account](#)  
[Your Amazon Credit Cards](#)  
[Your Content and Devices](#)  
[Your Music Library](#)  
[Your Prime Photos](#)  
[Your Amazon Drive](#)  
[Your Prime Video](#)  
[Your Kindle Unlimited](#)  
[Your Watchlist](#)  
[Your Video Library](#)  
[Your Android Apps & Devices](#)  
[Not XIAOYU? Sign Out](#)

## Bad example

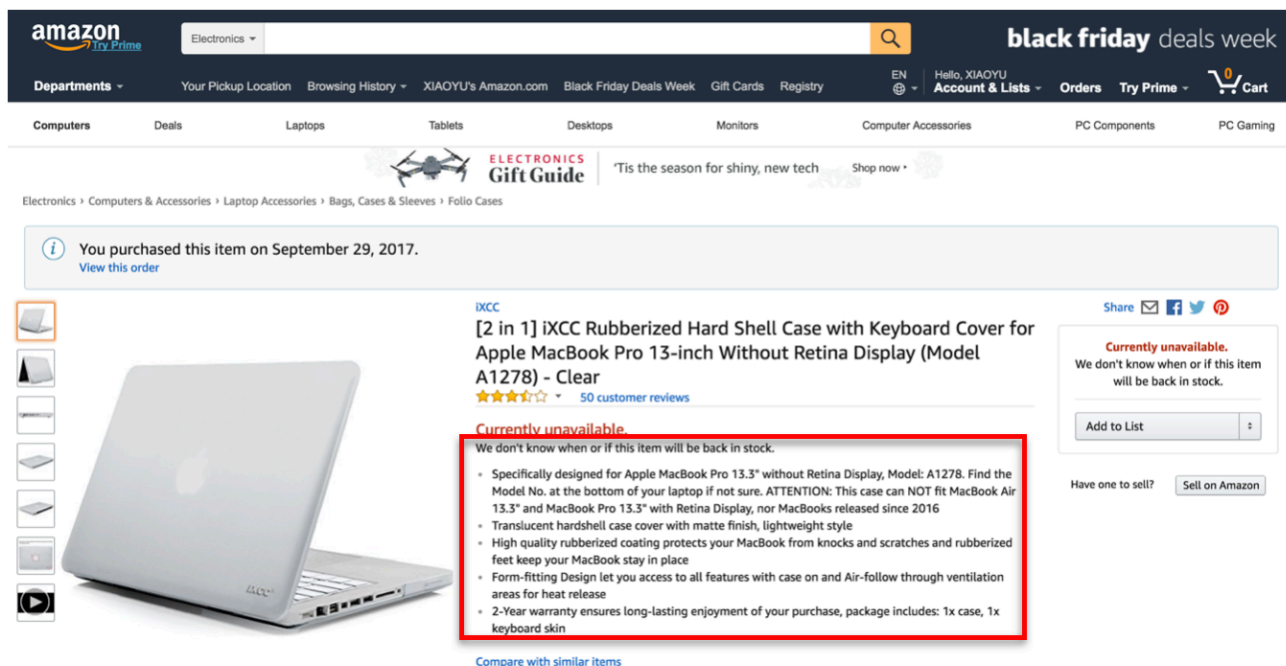
As shown in the red lines, they are not aligned.



## 5) Proximity

### Good example

a. The introduction of the specific properties of items is grouped together



## **b. Divided into several categories, relevant information put together.**

<b>Digital content and devices</b> <a href="#">Amazon Drive</a> <a href="#">Apps and more</a> <a href="#">Content and devices</a> <a href="#">Digital gifts you've received</a> <a href="#">Games and software</a> <a href="#">Music settings</a> <a href="#">Video settings</a> <a href="#">Digital and device forum</a>	<b>Email alerts, messages, and ads</b> <a href="#">Advertising preferences</a> <a href="#">Communication preferences</a> <a href="#">Email</a> <a href="#">Message center</a> <a href="#">Shipment updates via text</a>	<b>More ways to pay</b> <a href="#">1-Click settings</a> <a href="#">Allowances</a> <a href="#">Amazon credit cards</a> <a href="#">Amazon Coins</a> <a href="#">Amazon Pay</a> <a href="#">Coupons</a> <a href="#">No-Rush reward balance</a> <a href="#">Shop with Points</a>
<b>Ordering and shopping preferences</b> <a href="#">AmazonFresh settings</a> <a href="#">Amazon tax exemption program</a> <a href="#">Archived orders</a> <a href="#">Download order reports</a> <a href="#">Language settings</a> <a href="#">Lists</a> <a href="#">Profile</a> <a href="#">Social media preferences</a>	<b>Other accounts</b> <a href="#">Amazon Business registration</a> <a href="#">Amazon Web Services</a> <a href="#">Login with Amazon</a> <a href="#">Seller</a> <a href="#">Your Trade-In Account</a> <a href="#">Twitch account settings</a>	<b>Shopping programs and rentals</b> <a href="#">Amazon Household</a> <a href="#">Dash buttons</a> <a href="#">Giveaways</a> <a href="#">Prime Pantry</a> <a href="#">Textbook rentals</a>
<b>Memberships and subscriptions</b> <a href="#">Audible membership</a> <a href="#">Kindle Unlimited</a> <a href="#">Music Unlimited</a> <a href="#">Print magazines</a> <a href="#">Subscribe &amp; Save</a> <a href="#">Amazon Channels</a> <a href="#">Other memberships &amp; subscriptions</a>		

## **Bad example**

**Some information are not content-related in Your Lists and Your Account but there are physical closeness.**

