

DESIGN PRINCIPLES

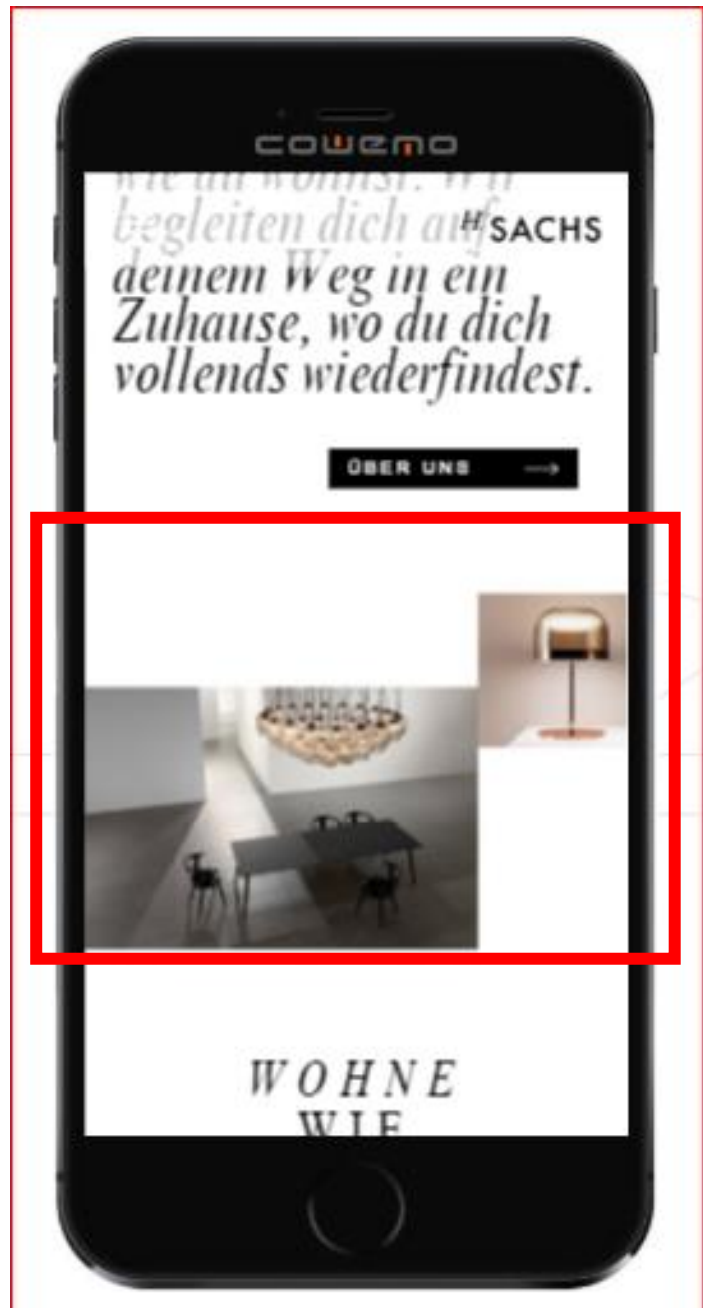
Giselle Araujo
CIT 230

1.Proximity

1. Hsachs

2. <http://hsachs.at/>

3.



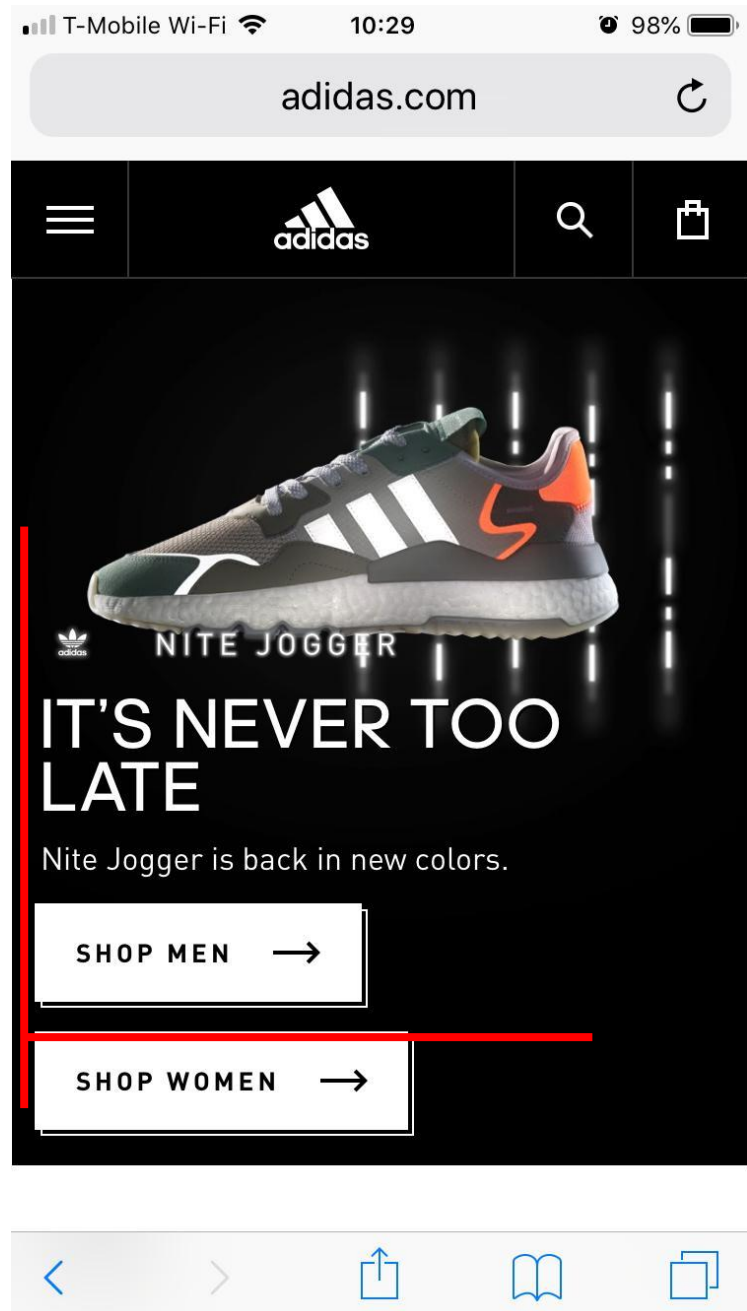
4. The proximity of the photos in this page shows to the user that are related to each other, they have objects of home décor, emphasizing to the user what the webpage is promoting. Even both have different sizes, because they have this proximity, it called my attention to both. As a user I could realize that they were a visual unit, it gives to an organized structure to the layout.

Alignment

1. Adidas

2. <https://www.adidas.com/us>

3.



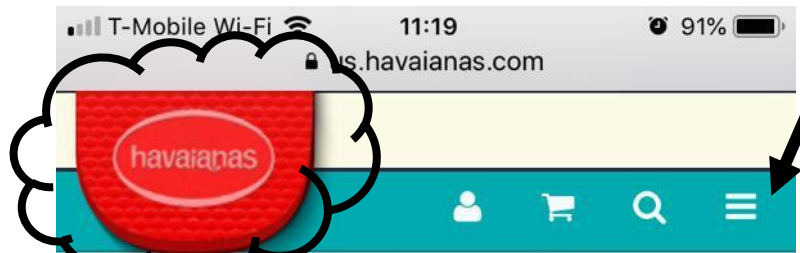
4. Alignment is present in this web page; in this case the typing was placed on the left side of the page. This alignment created a sharp and clean visual balance to the design. This also gives to the user direction, that the design has a sequence and the user will know how to scan this sequence on the page. It also gives a visual appealing to the page too.

Repetition

1. Havaianas

2. <https://us.havaianas.com/>

3.



NEW FLIP FLOPS & SANDALS



4. This web page has pattern of repetition on its design. Starting from the typography, we can see that same Sans Serif category was used here. There is also repetition on the contrast color points, in this case the red color was repeated on the e-mail icon, on the logo and the shop now appealing button. The nav bar has a background in blue and the title of selling flip flops too. In addition to it, the blue color is repeated on the prices. All these repetitions gave to the web page a sense of unity, it also brought consistency to the design.

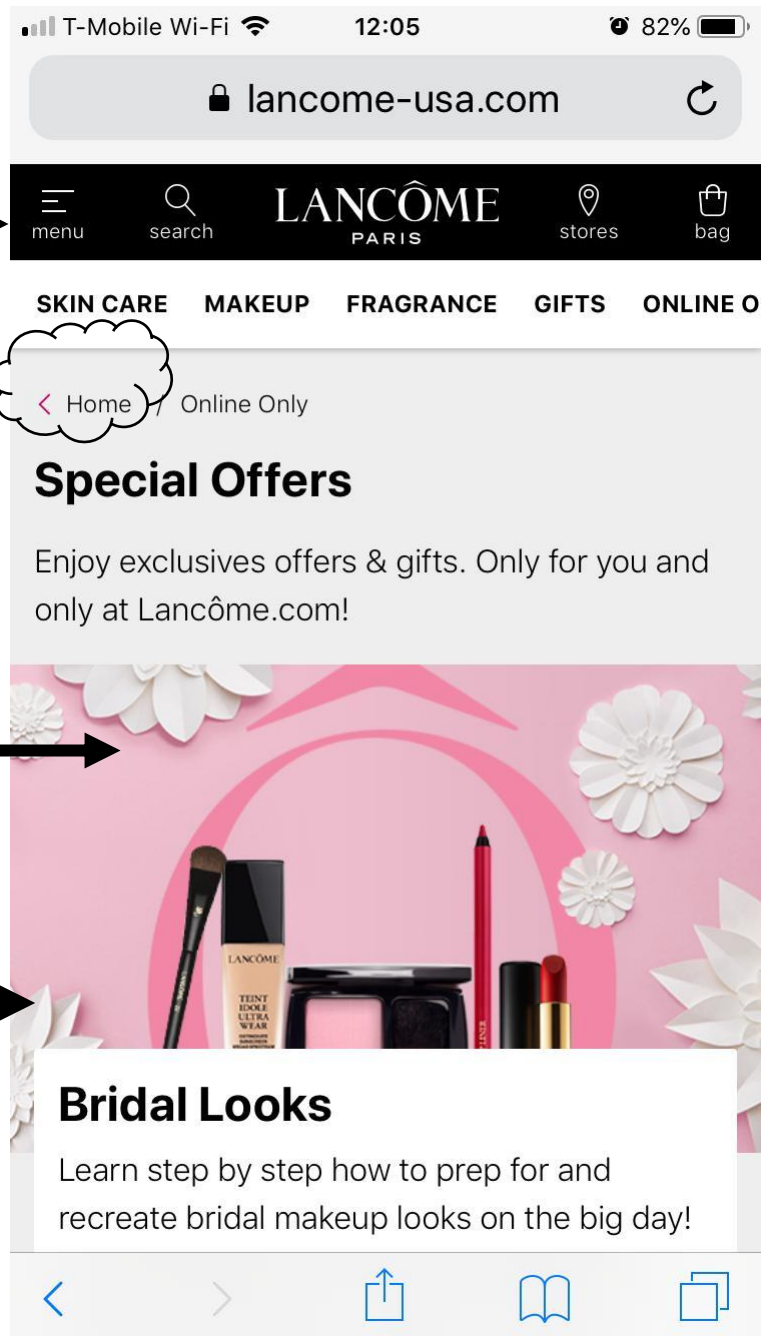
Contrast

1. Lancôme



2. <https://www.lancome-usa.com/>

3.



4. There are some points of contrast in this web page. Starting by the colors, it is a black and white palette, that brings a classic sense to the user, but pink color (on the small arrow and picture) breaks this pattern giving a modern touch to the design. In addition, it also is appealing to the female audience. It is easy to note that there is a contrast among the typography, for example, the headings are bold, which calls attention to what is the text related to. On the nav bar there is black background that creates an emphasis to the brand and so on. All the contrast used on the page creates a drama and an interesting visual.

Typography.

1. Nuture Digital

2. <http://www.nurturedigital.com/>

3.



4. On this web page, there is a good use of Typography. The mission of the company is highlighted by the size of the font and its category, which consists in a Serif type. It draws the audience's attention to what this site is about. Something that brings personality to the web page is the letter "N" as background and the beginning of the nav bar. On the "how" button, the typography is smaller, in Sans Serif and bold, which also appeals to the audience to know more about the company's work. Typography is a fundamental tool to work in designs. It gives a structure between what is content or not.

