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IT2040C

Module 3:

Visual Design Critique

Contrast:

The site’s almost exclusive use of black, grey, and white make the text very readable. However, there is very little differentiation between the important and unimportant text. The fine print is just as large as the product titles. The giant ad text towers over everything else. The use of any sort of color is relegated to sale items having red price text. The dropdown menu is a good example of bad contrast with a bunch of light grey text that is too small piled up with very little distinction.

Repetition:

The website is very consistent visually I’ll give it that. However, products, ads, sales, and just about everything are relegated to white or light grey curved boxes of similar sizes leading to a bit of confusion about what is being presented.

Alignment:

The website has a working but uninteresting alignment. It’s pretty much all center aligned. The big issues are that the home page goes down far too long and that the search results require moving between pages of results rather than a smooth flow.

Proximity:

Ads are huge and spread throughout the entire website. Often they serve to separate different types of content, but removing one confusing transition by creating two is not an improvement.