DES523:Cognition and Information Processing in Design
HCD, IIITD

Assignment 2 – Part 1

Date: 7 Feb 2024   **Time:** 1100 – 1230

Max. Marks: 30 marks   **Deadline:** 1230 hours, 7 Feb 2024

1. Consider the landing page of a website of your choice. Reflect on the following aspects of the page: **[30 marks]**
    a. *Grouping* of UI elements for ease of use.
    b. *Placement* of UI elements for grabbing attention.
    c. *Structuring* of UI elements for clarity.
    d. *Layout of UI* for aesthetic appeal.
    e. Use of *low level features* of the various UI elements.
    f. The elements that stand out of the background and the elements that merge with the background. Justify the response to this point using the low-level features.