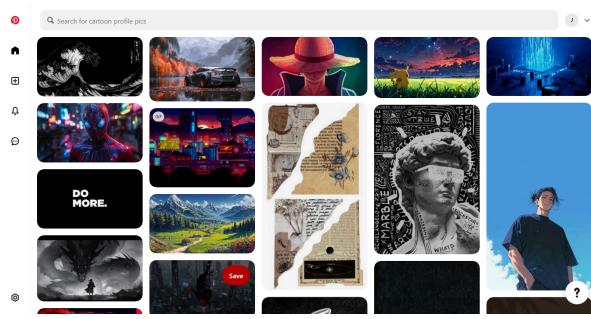
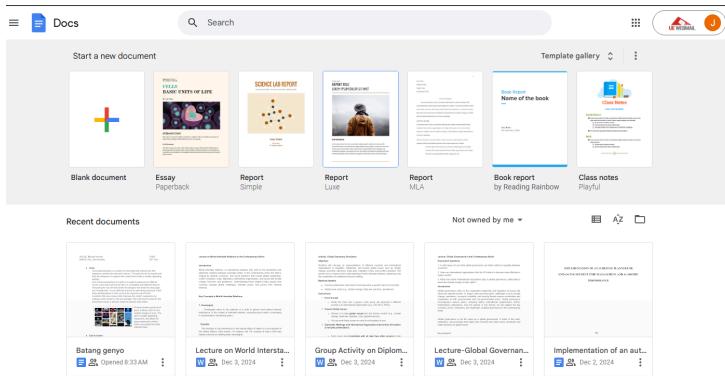


- 
- **Grids**
  - Grids (website grids) is a system of horizontal and vertical lines that organizes content into rows and columns. This grid can act as a guide and help the designers to organize the content and create a visually appealing website.
  - One of the best practices for grids is to make it responsive to different screen sizes which will ensure that it is compatible with different devices. Honouring the rule of thirds where the designer will divide the web pages into 9 equal parts. It is an effective practice for web design because it also helps photographers in their pictures by using the rule of thirds.
  - A website that uses proper grids improves the visitor's experience by making content easier to see and navigate. Not only they'll be able to find information easier, it will also make the website looks better



Pinterest makes good use of grids. It allows users to see multiple images at once. The grid is visually appealing, responsive, and allows for easy scanning of content. Users can quickly find what interests them.

- **Call to Action**
  - Call to action is a visual prompt that asks users to perform a specific action. It appears as either a button or a link and it is often seen or is being popped up directly on the page.
  - Emphasizing contrast is a best practice to make your buttons stand out from the rest, because if it is not noticeable they will unlikely click it. Using contrasting colors, shapes, sizes, and fonts will draw your users attention to that button
  - A website with a well-designed call-to-action improves the visitor's experience by providing clear guidance on what to do next. It reduces confusion and helps users navigate the site more effectively



I consider google docs uses a well-designed call to action button. The different contrast for adding blank document is really noticeable, with its different contrast I've been able to notice it easily.

### ● Breadcrumb

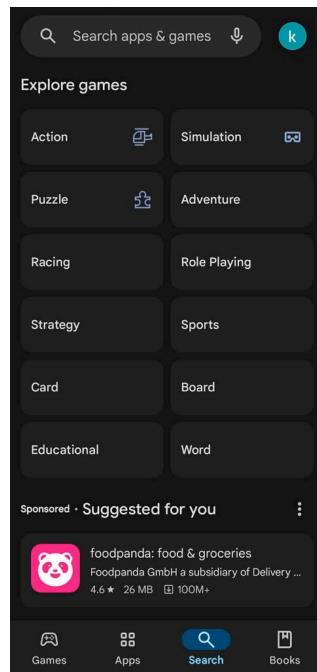
- A breadcrumb or breadcrumb trail is a type of secondary navigation scheme that displays the current location of the user in the website. It is really convenient to the users since it displays their trail to the website. They'll be able to check where they are or go back to where they want to go back using the breadcrumb.
- One of the best practices is clear hierarchy because it ensure that the breadcrumb trail reflects the site's structure, showing the path from the homepage to the current page of the user.
- This breadcrumb helps the users navigate the website more easily. Users can easily navigate to higher-level pages, encouraging them to explore more of the site.

The screenshot shows a Canvas LMS assignment page for 'CIP1101 PRELIM ACTIVITY 1'. The page includes a sidebar with links like Home, Smart Search, Announcements, Modules, Assignments (selected), Grades, People, Files, Chat, UE Web OPAC, and Office 365. The main content area shows the assignment details: Due Jan 20 by 9am, Points 15, Submitting a file upload, File Types pdf. It also shows attempts (0), allowed attempts (5), and availability (Jan 20 at 7:30am - Jan 20 at 9am 1 hour and 30 minutes). Below this is a red box containing the title 'CIP 1101 PRELIM ACTIVITY 1'. The next section contains a message 'Hi everyone! It's time for an Activity.' and a green box labeled 'INSTRUCTIONS:' with a bulleted list: 'Research about the following Components of Web design: Grids, Call to Action, Breadcrumb'.

Canvas is one of the website that uses breadcrumbs, I consider it good since it uses different contrast to color to where the user currently is.

- **Search bar**

- A search bar is a graphical user interface element that allows you to input keywords or phrases to search for specific information within a website, application, or search engine. In websites, the search bar is a location on a web page that allows visitors to search the site
- Best practices for search bar is prominent placement. It position the search bar in a visible area, typically at the top of the page or in the header, so users can easily find it.
- Search bar improves to user experience because it can help them to quickly find specific information without navigating through the site, saving time and effort

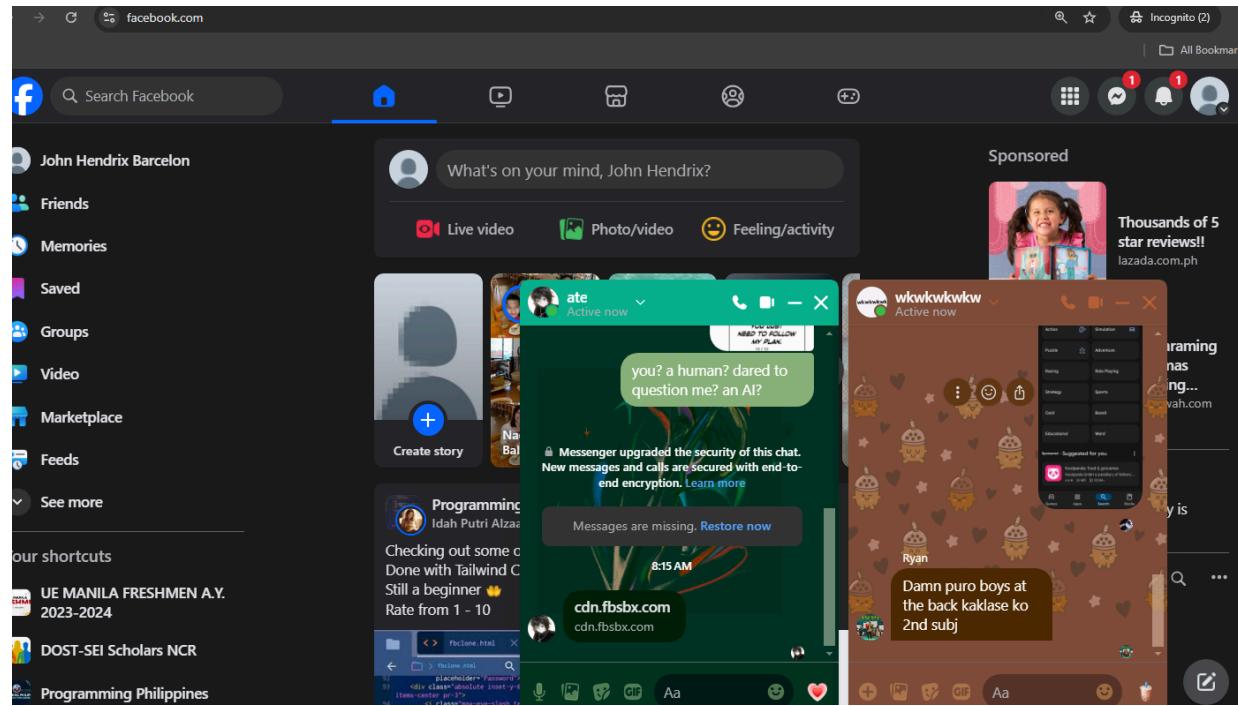


I consider playstore uses a well designed search bar. The search bar is like a separated page in the app. There is also a prompt in it for different categories which makes it a good design.

- **Icons**

- Icons are visual symbols that represent actions, objects, or concepts. They play a crucial role in web design by enhancing usability, improving navigation, and providing visual cues that help users understand the functionality of various elements on a website.
- One of the best practices I think is simplicity. Keeping the icons simple and easily recognizable. Avoid overly complex designs that may confuse users.

- cons can make navigation more intuitive, allowing users to quickly identify functions. Well-designed icons can enhance the overall aesthetic of a website, making it more visually appealing and engaging.

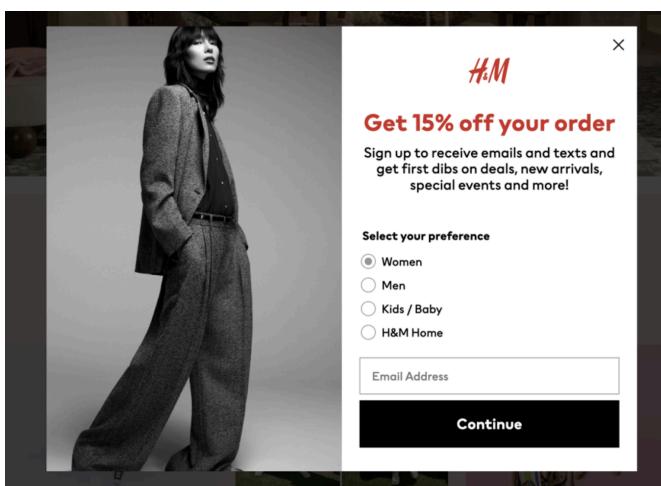


- I CONSIDER FACE BOOK A GOOD DESIGN

### • Modal

These are interactive pop-up elements that display a prompt or message – similar to that of an alert message. It is an overlay displayed on top of the page and disables other page content, needing a certain action or a direct interaction to exit out of it.

Modals help in reducing visual clutter on the screen, improving the users' focus. They highlight certain information that is deemed important to be viewed by the users. Oftentimes, modals are used to invite users to sign up for a newsletter or fill out a form.



H&M makes good use of a modal. In this case, the modal attracts the users' attention, prompting them to sign up to the company's newsletter in order to receive a discount on their first purchase.

- **Typography**

It is the technique of structuring text (words and letters) in a visual way that improves the overall readability and legibility of the webpage. It is achieved through careful selection of font, size, color, arrangement, alignment, and other meaningful factors. It provides an aesthetic experience for the users

Typography provides a visual hierarchy to the user's focus as it draws attention to areas of more importance. Effective typography enhances website readability.

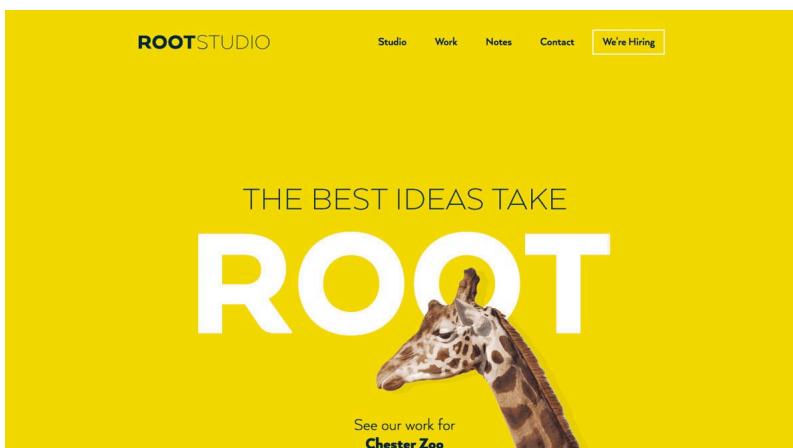


Pacific Northwest X-Ray provides an example of a webpage with bad typography. The contents are barely readable due to the lack of contrast in colors between the background and the text. The chosen font is also not as visually appealing. Users would have a harder time

reading texts on this webpage compared to other sites with decent typography.

- **Colors**

Using color intentionally in website design is critical; colors evoke meaning and emotion, often at a subconscious level. When used strategically, color is a powerful tool for communicating a brand's message and creating brand recognition. Usage of high contrast colors improves readability and legibility

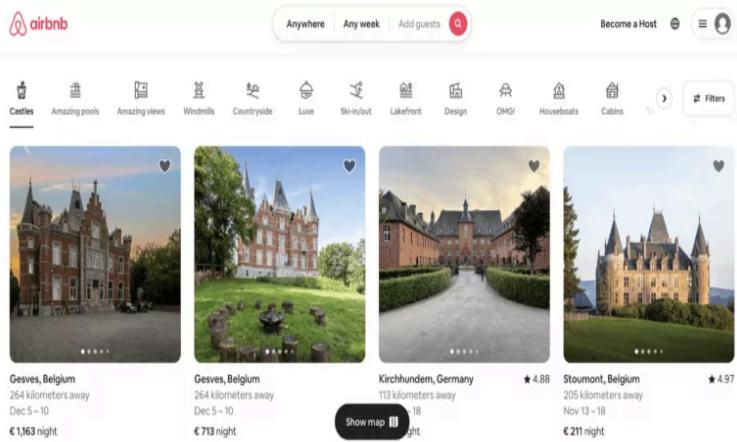


This website by the RootStudio makes use of a good contrast in colors, which allows better readability in text and improves focus on the needed

text.

- **Usability**

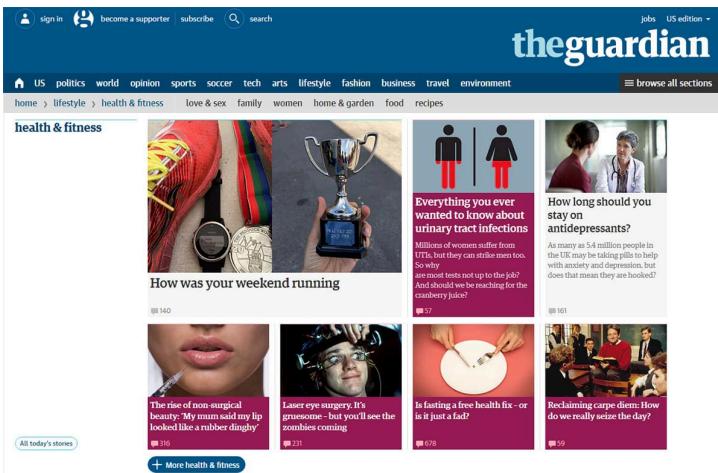
It describes how user-friendly a web page is. Good usability design focuses on user-centric design, which focuses primarily on users' experience rather than the actual procedure.



Airbnb's website provides a good example of usability as it does not complicate the users' experience. The website is easy to navigate and not hard to use.

- **Consistency**

Consistency in web design is the practice of maintaining a uniform appearance, feel, and usability across all pages of a website. Website design consistency involves the systematic use of similar design elements and structures, such as color schemes, fonts, layouts, and navigation menus, to create a cohesive and intuitive user experience. This consistency helps users to navigate and interact with the site more efficiently, fostering a sense of familiarity and trust in the brand or company represented by the website.



The Guardian's website provides consistent designs overall the page. Texts are aligned and the text boxes are similar in shape and size to one another. This allows users to easily navigate through each area on the website with ease.

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- **Modal**
- **Typography**
- **Colors**
- **Usability**
- **Consistency**