

Valar

url: Valar.com

1450x10567.6

Background: gif that breathes through colors.

VALAR

aligned left

white background

Aligned button right

black text

We invest in high margin, fast growing financial technology companies across the globe

↑ Scrolling down expands this and shows tiles for each investor company

Notes

Purpose: Investment company's portfolio page for visitors (users) to explore.

Contrast: White background and black text. White Valar text against gif

Repetition: Shapes of tiles for each company

Alignment: Black text bottom right. Valar logo and gif left aligned

Proximity: Logo and who they are separated by white spaces

Guild

url: guildicon.com

1450x13999.4

→ bold logo
Guild Harvard works our impact About Us

→ all left aligned

Let's build a future of work that works for everyone. → Proximity buttons have pop-in reactions

(Watch Video)

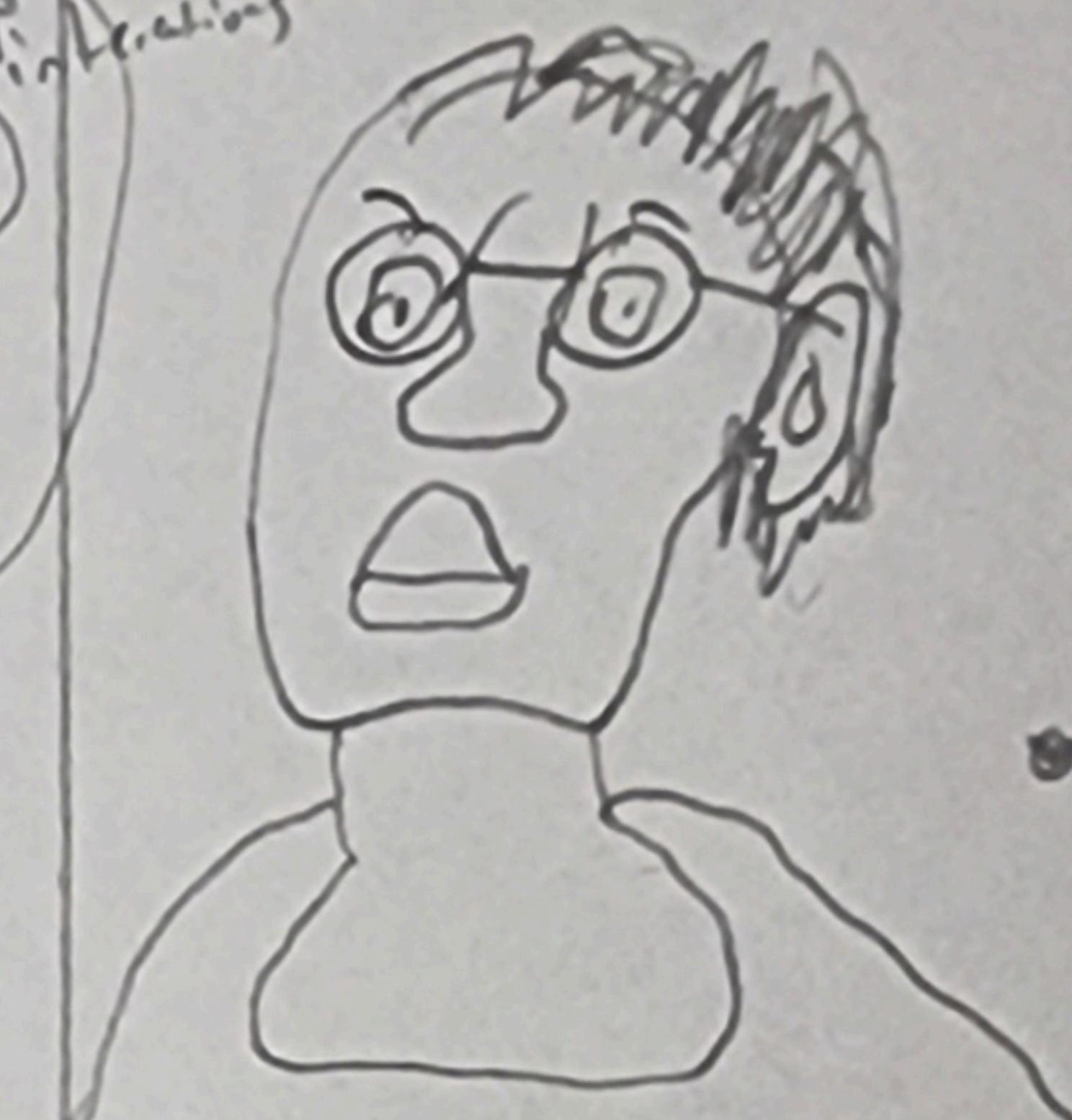
(Get in touch)

Black button
white text

White button
black text

All aligned
top left

Photo of Young Woman



Right Aligned Proximity Buttons For navigation

Aligned right

background: egg shell

Notes

Purpose: Offers education solutions for companies (users) to invest and train their organic workforce

Contrast: Black text against eggshell.

Watch video and get in touch button white on black or black on white.

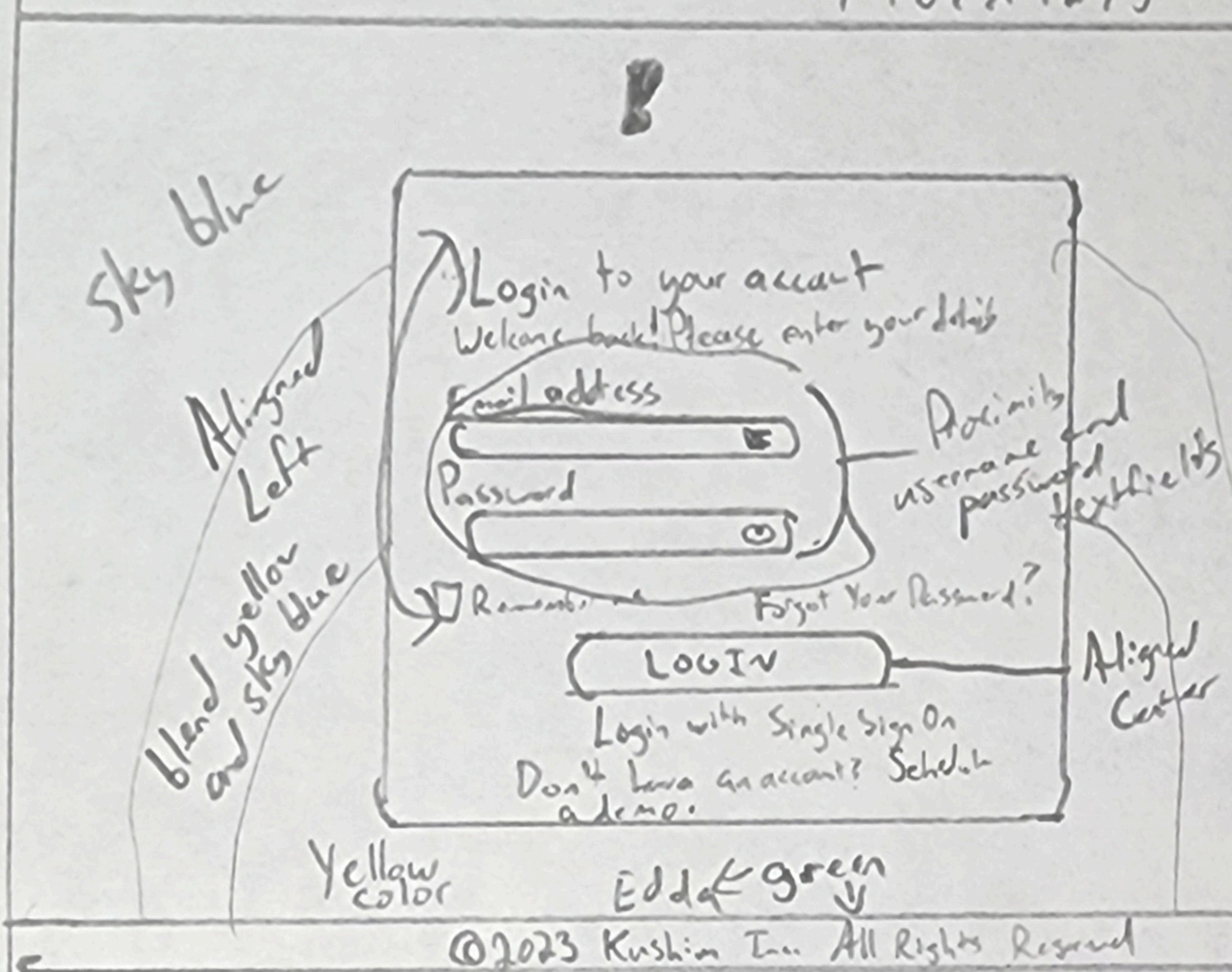
Repetition: Header buttons have same style.

Alignment: Logo top left. Header buttons top left.

Login and demo buttons top right. Main text, video button, get in touch button aligned left with white space below logo.

Proximity: buttons related to info in main text area.

Edda's Login Page url: dealflow.edda.co/login
1467x1275

Notes

Purpose: Allows Edda web application subscribers (users) to login to their account/application

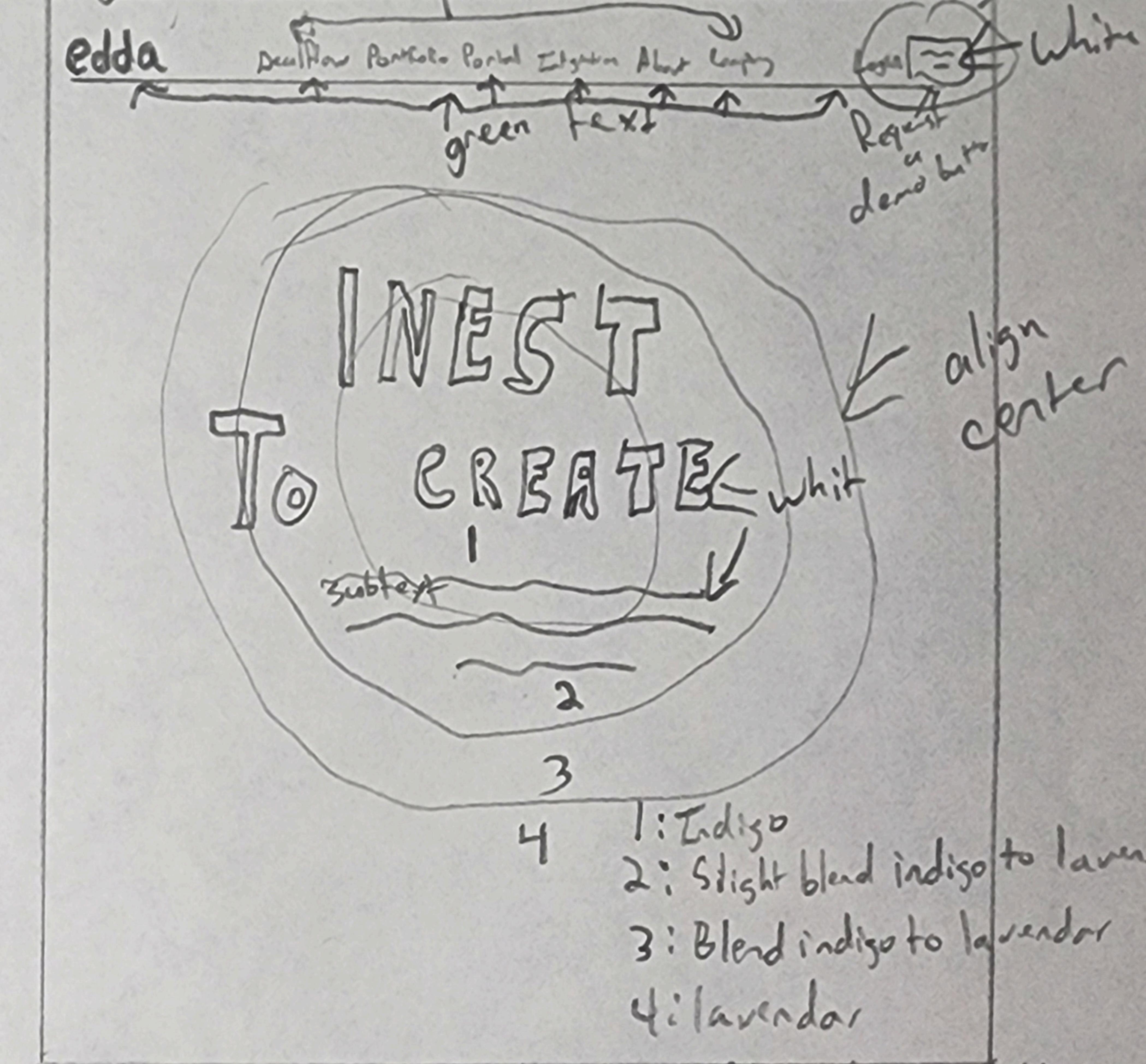
Contrasts: Gradient from yellow to sky blue vs green of footer, edda symbol, edda text and login buttons.

Repetition: Each testfield has an icon in the right alignment

Alignment: Login text left aligned. Login box aligned center.

Proximity: User testfields and login in the same area.

Edda url: edda.co
aligned left aligned center 1450x13963



Notes: I did not have enough room for all header buttons and subtext in middle of app.

Purpose: Web application that allows venture capitalist (users) to visually monitor investment progress.

Contrast: White text against gradient that goes from indigo to lavender. Green text against lavender.

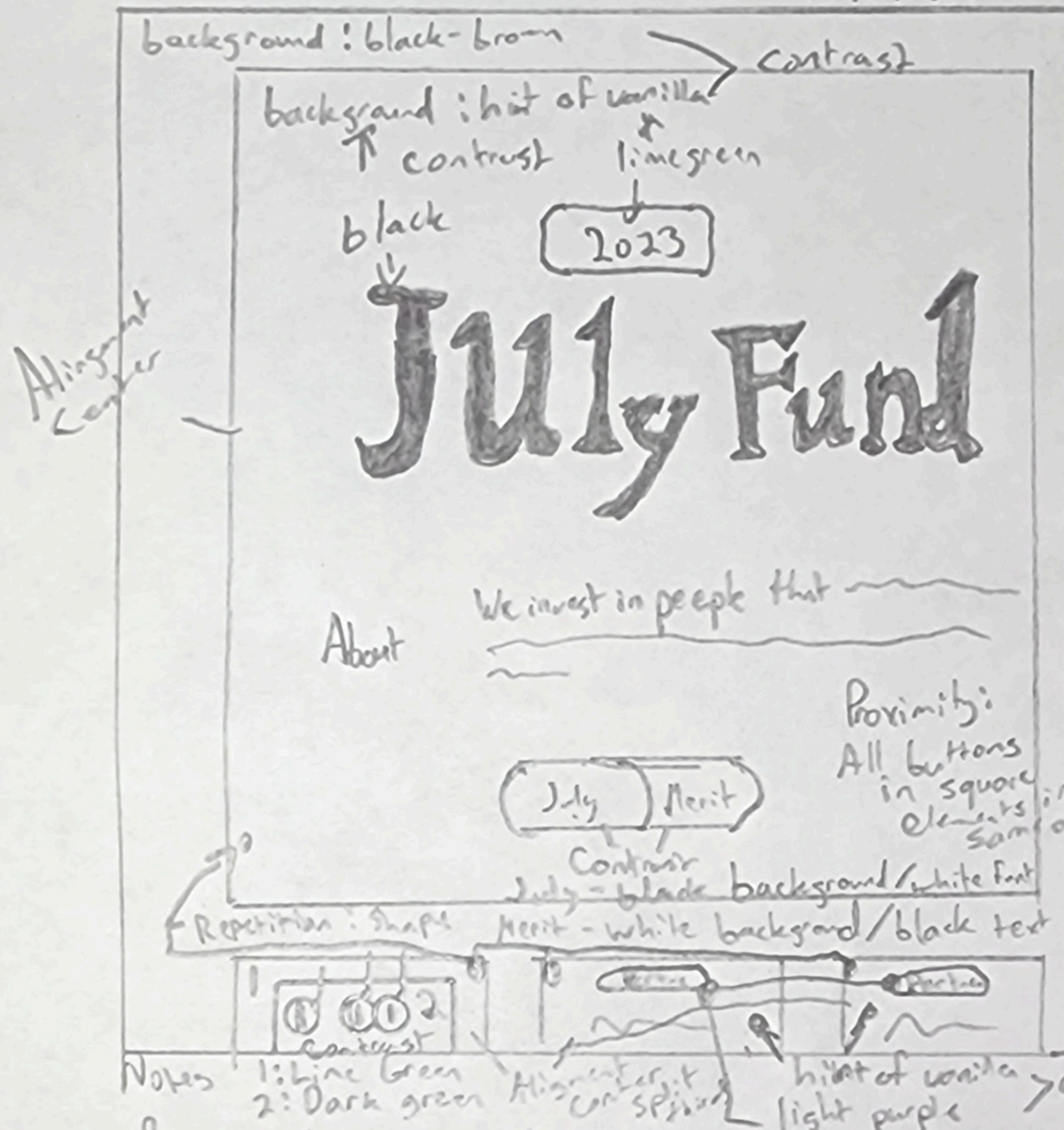
Repetition: Header bar buttons same style.

Alignment: Logo top left. Header buttons center, login and request demo buttons right. Main text centered on app.

Proximity: App interaction in header bar. Main text in center of the app.

July url: julyfund/

1450x5191.94



Purpose: Alternative styled asset management page which allows investors (users) to learn more

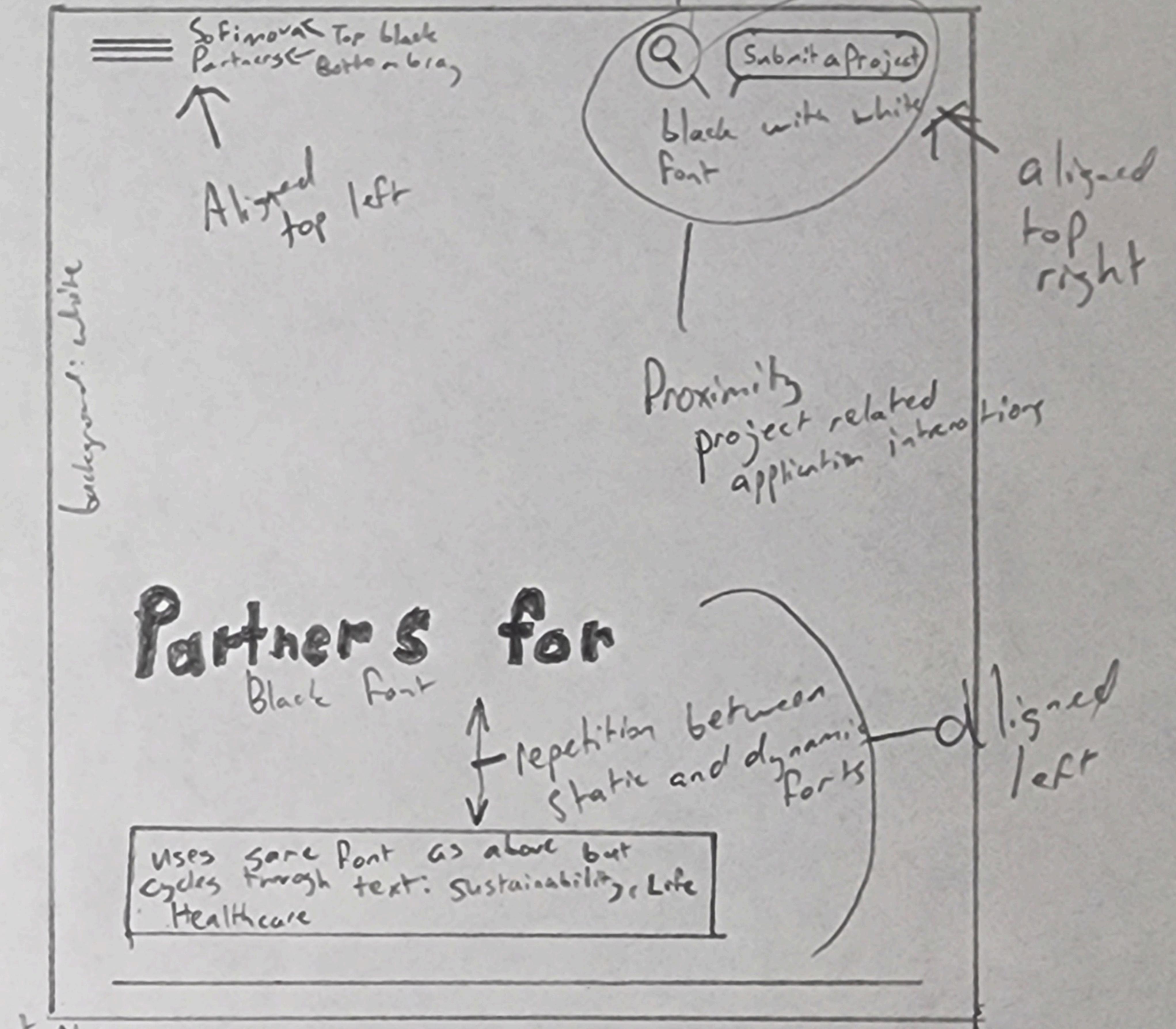
Contrasts: hint of vanilla contrast against black-brown, lime green, and light purple. Square with circles contrast with lime green against dark green. Repetition: layout of squares repeats. Circles in lower right squares repeat.

Alignment: Main element centered. Remaining square centered and split using rule of thirds.

Proximity: Main square vs. subsequent squares have different uses. Each square's button in same place.

Sofianara Partners url: sofianarapartners.com

1450x18433.6



Notes

Purpose: Website that allows entrepreneurs (users) to submit projects for funding.

Contrast: Entire app landing area is white and black

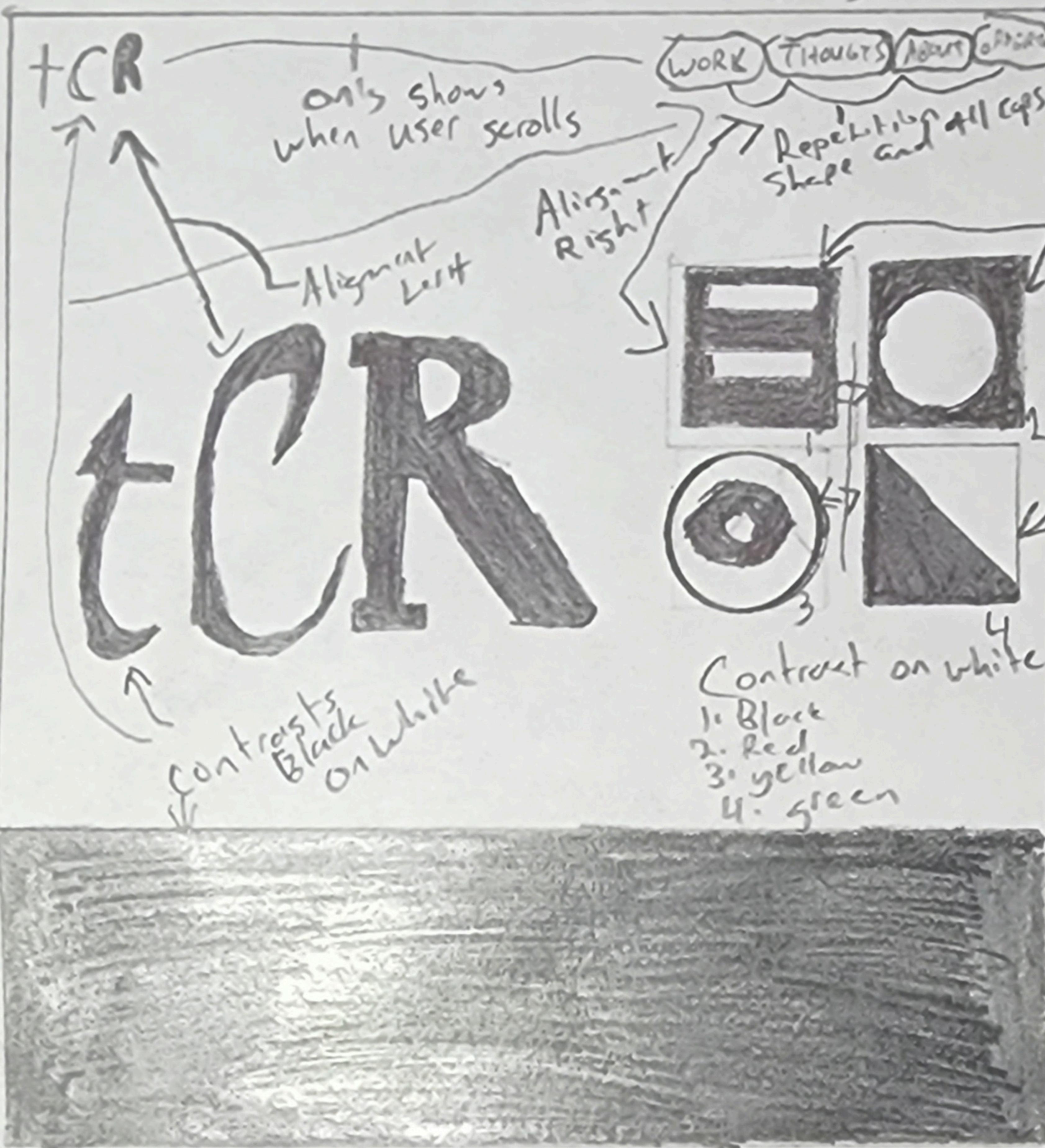
Proximity: Project related interaction button in top right

Alignment: Header area split along center and aligned left and right

Repetition: Same style used between static and dynamic font.

The Combination Rule url: thecombinationrule.com/

1173x5830.38



Notes

Purpose: Provides prospective clients (users) with a portfolio of the design team's work.

Contrast: White background against - black font, black box, red box, yellow circle, green box.

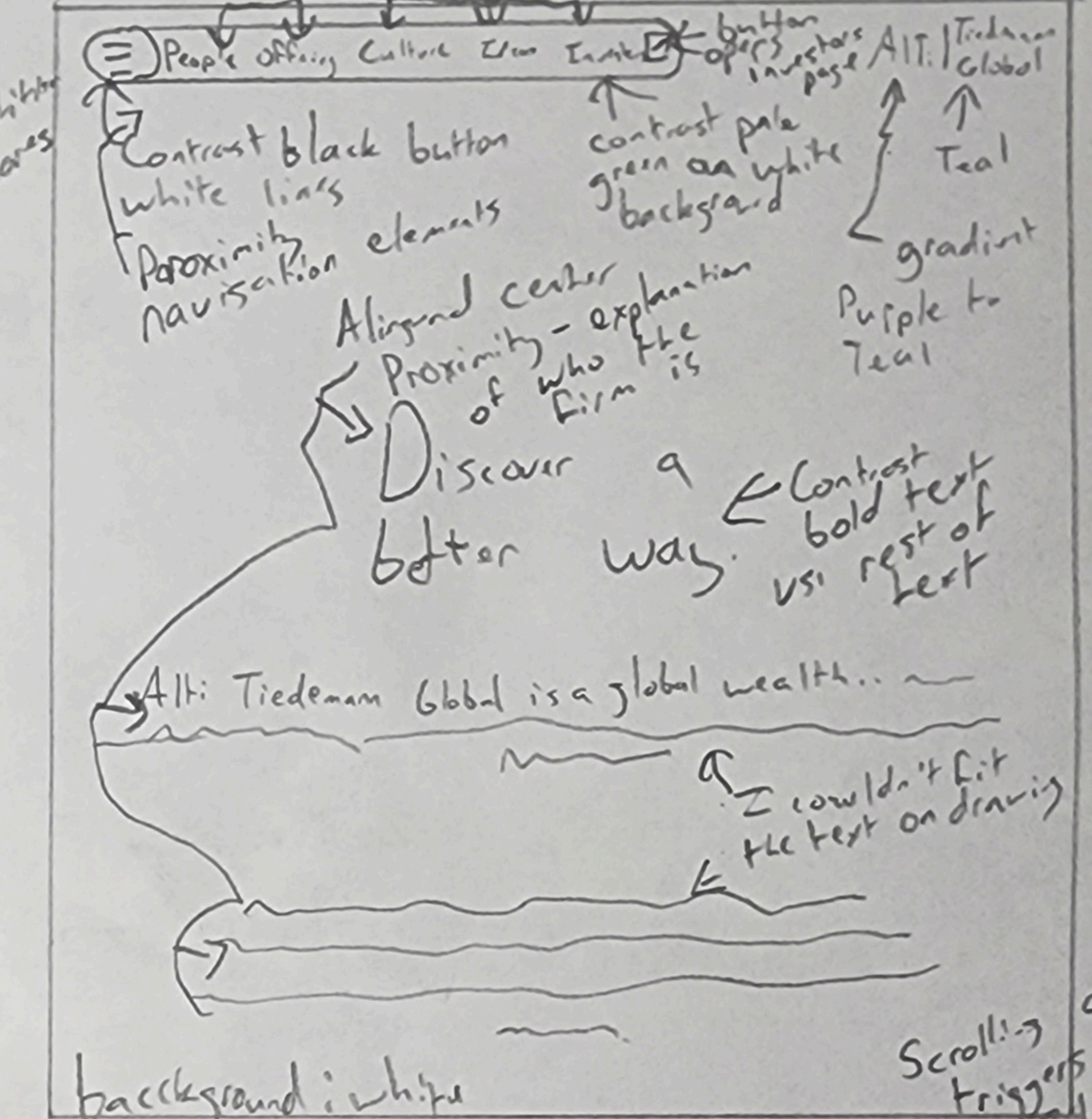
Repetition: Buttons for work, thoughts, etc. Same shape and ALL CAPS.

Alignment: TCRs aligned left, shapes and buttons aligned right.

Proximity: Groups - Logos, buttons, and shapes.

Alt: Tiedemann Global url: alti-global.com/

repetition: Shape on hover outlines as a owl 1173x6003.13



Notes

Purpose: Wealth and asset company's website trying to attract investors (users).

Contrast: Bold text vs rest of text. Black hamburger menu with white lines. Pale green navigation bar vs. app's white background.

Repetition: Shapes of the outline buttons on hover action in nav bar.

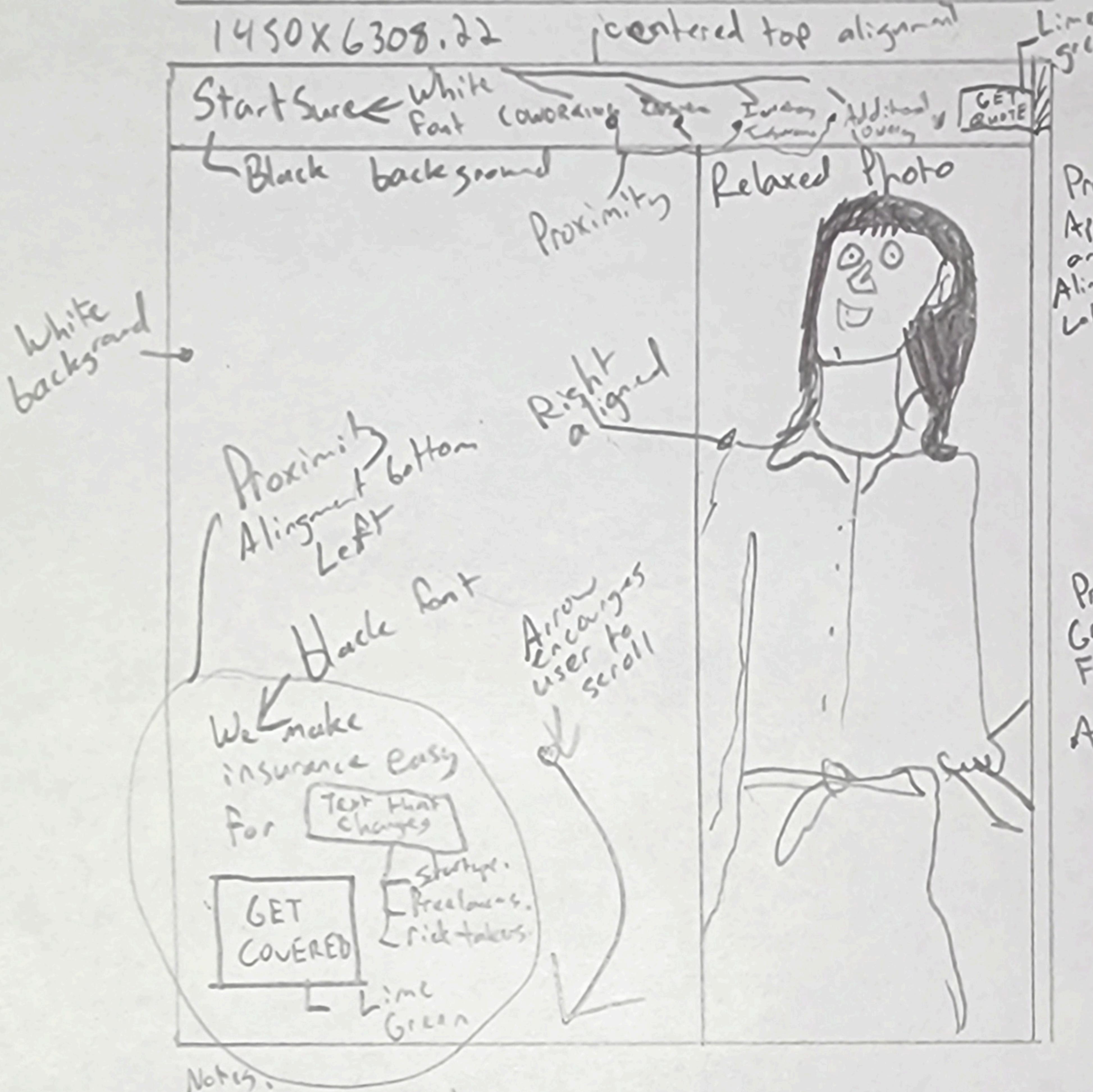
Alignment: Logo and navigation split left and right aligned. Explanation text aligned center.

Proximity: Groups - logo, navigation bar, explanation text.

down next
scrolling triggers slide transition

Start Sure url: startsure.co

1450x630px.22 centered top alignment



Notes:

Purpose: Offers insurance to independently employed people (user).

- Contrast: Header has black background or white font. Body has white background with black font. Buttons lime green.
- Repetition: Header buttons flow midway through and
- Alignment: header top. Picture right scroll encouraged area bottom left
- Proximity: types of insurance in header bar get covered and scroll area same place

Atlas Sequoia Capital url: atlas.sequoiacap.com

1173x554px.3

ATLAS MAP HUBS INSIGHTS DOWNLOAD REPORT

Proximity: App title and synopsis
Alignment: Left

Explore

Contrast
green background
white text
click brings user to map of talent

3 M

engineers across Europe

14 areas of specialisation

24 cities with outlier specialisation densities

Globe showing all cities that the report encompasses
green color

Text color: black

Alignment Right

Where do you find the right talent?

Alignment Right

Proximity: Executive Summary of the paper

with buttons to download

Notes:

Purpose: Provides a report of computer science related talent across Europe for investors (users).

Contrast: Vanilla cream against black text and green buttons and graphics. Green buttons contrasts with their white text.

Repetition: App interactive buttons grouped in header with same theme.

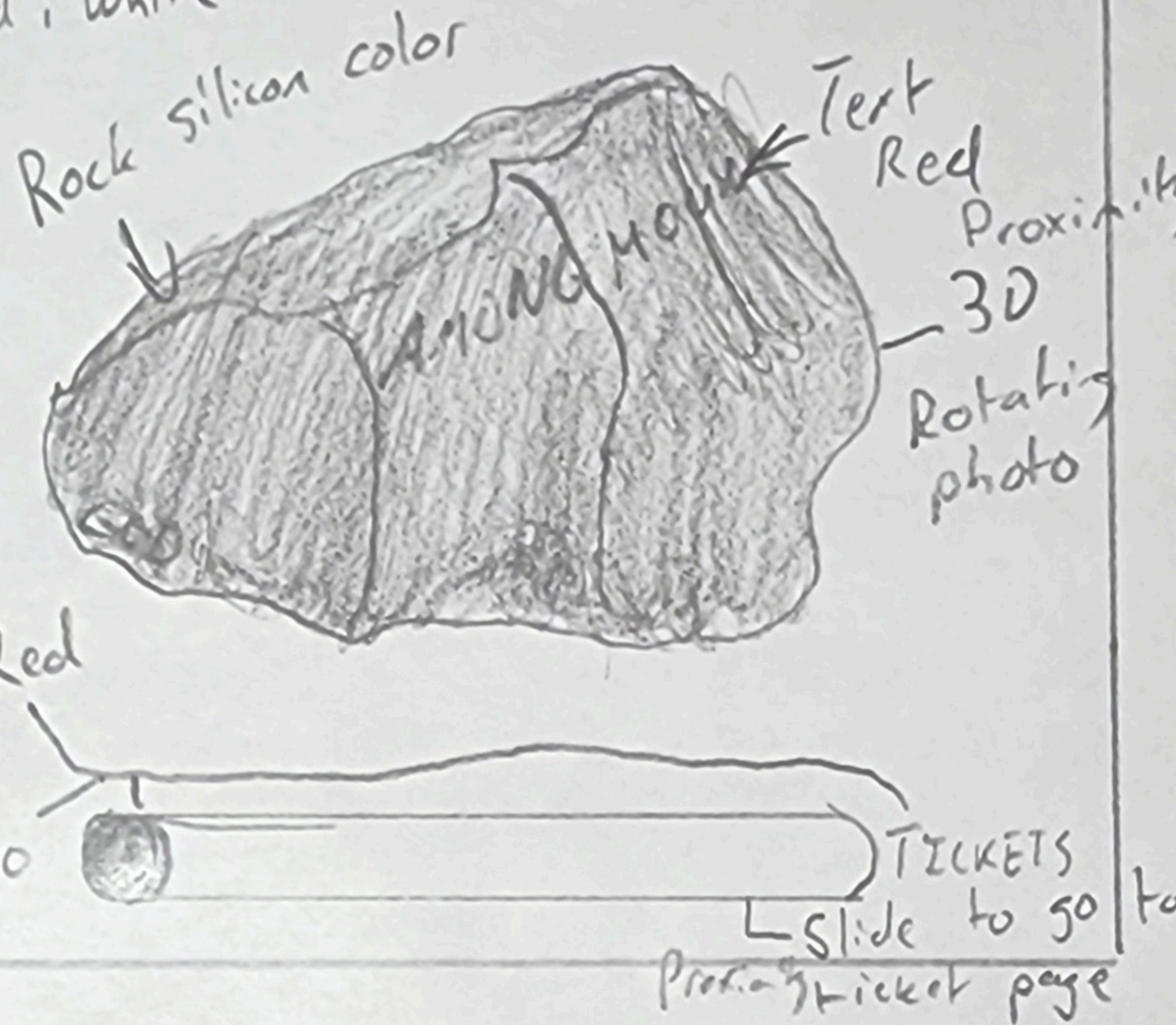
Alignment: App splits along center with left and right.

- Proximity: Groups - header bar buttons, Title area, Fast facts, globe sig, Executive, Summary. Each header button leads to grouped content

Assignment 3-Paul Busker

Among the Mountains Lies a silicon god 1173X879
url: among-mountains-lies-a-silicon-god.online/en/

Background: White



Notes

Purpose: Landing page for artist's websites to intrigue patrons (users) into sliding for tickets.

Contrast: Background white and silicon color contrasts with red elements on page.

Repetition: Red text shaped onto rock supports exhibit.

Alignment: No matter how the rock is rotated it stays aligned center. Slider aligned center bottom.

Proximity: Rock and slider separated by white space. Each item interacts with user in its own way.

Among the mountains lies a silicon God 1137.81X3689.61
url: among-mountains-lies-a-silicon-God

Background: GRAY

ALL TEXT: RED

Priming:

Repetition:

This column

Describes project

In the series

a MAGISHE RAUNEN

By

Yassin Raed

AMONG MOUNTAINS

LIES A SILICON GOD

Proximity Title took like mountain

composition/mimic

In his project

NEUE

Flows transparent

rock from page

Landing page

as user

scrolls

CAMERA

16 JUNE 2021

Buy tickets button

BUY TICKETS

Slider toggles view

landing

TICKETS

INTRO

Tickets

Notes - I could not accurately put all text due to font, hence the squiggle lines.

Purpose: Gives patrons (users) more info about artists and their project.

Contrast: Grey background with red elements

Repetition: Left column dedicated to "about" project.

Light column dedicated to credits. Rock outline shifts text as user scrolls.

Alignment: Title top centered. Body - 2 columns aligned to their sides. Slider center bottom.

Proximity: Long nose with and intro toggle separated from event text.

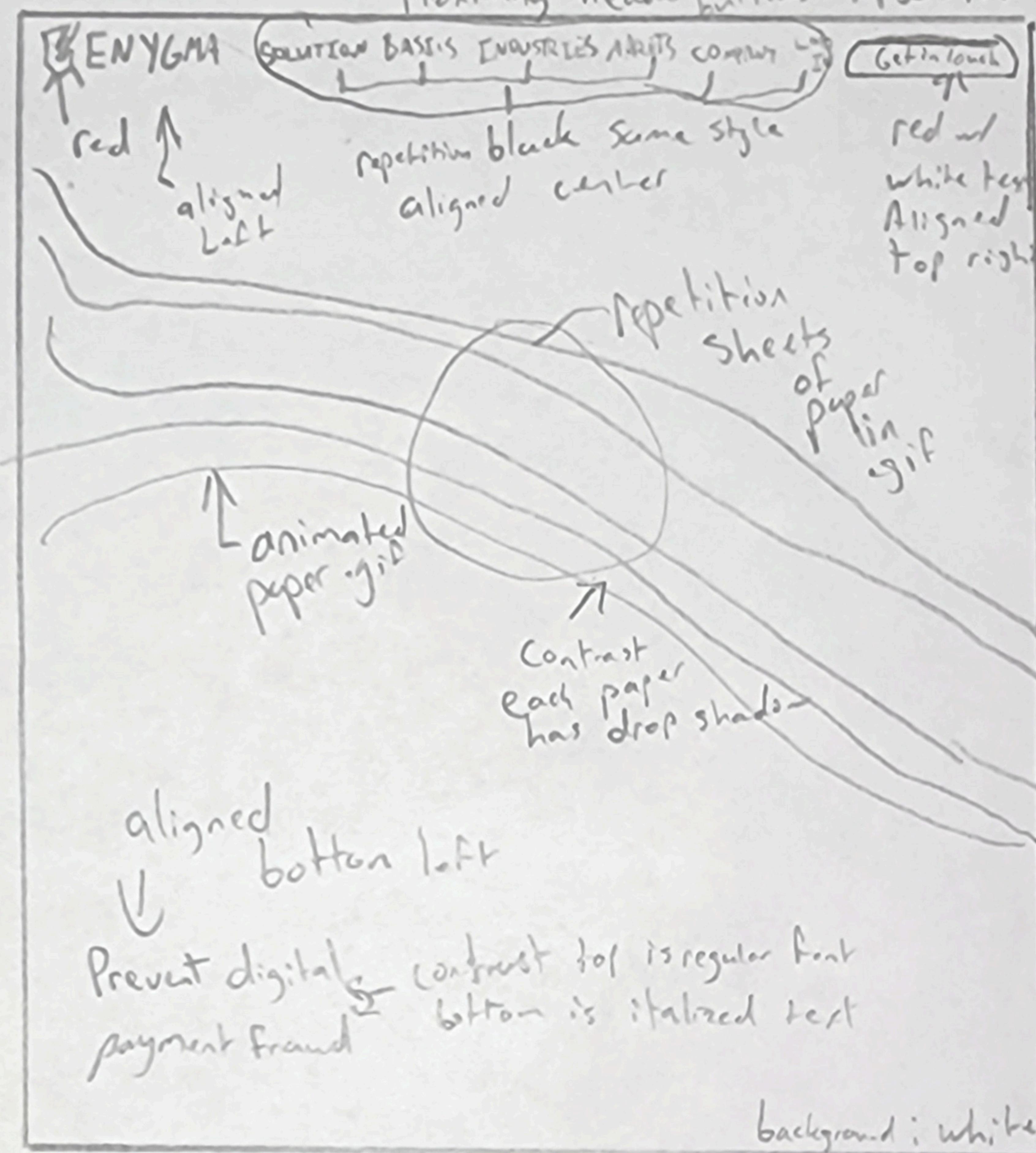
Switches site between Dutch and English

↳ Prox.
Repetition
This column tests credits

Enigma

url: enigma.tchken

Proximity header buttons 1450x1024.1



Notes

Purpose: Provides real time financial fraud solutions to clients (users)

Contrast: black and red against white.

drop shadow on paper in gif. Red button with white text
red logo on white background. Regular text vs. Italicized text

Repetition: sheets of paper in gif. Header bar buttons have same style.

Alignment: Top left: Logo, Top center: header bar

Top right: get in touch button, Center: gif, bottom left: text

Proximity: App interaction in header bar

Jack Morgan url: jackmorgan.com

1450x1153.9

Jack MORGAN logo

background: black
repetition

large font style

white aligned right

Brand worth believing in

couldn't fit text about Jack

background: lime green



Notes

Purpose: Personal page for famous designer Jack Morgan that allows users to contact him. The users are clients

Contrast: White text on black background. White logo on lime green.

Repetition: Some large font style, some header link style

Alignment: top left: logo, top right: Nav links, center: Brand's text and about text, centered in box: duolingo logo

Proximity: Groups: Nav links, Brand, text and about jack text, duolingo picture