Design Principles

Tyler Anderson

Proximity

Site Name: Woot

https://www.woot.com/

I see the design principle Proximity being exemplified on this page (Yes, that's the home page) because each <p> and element on the page is neatly separated from each other. What I'm mostly noticing is the organization of white space. Further down the page (not shown in the picture) it had a grouping of other items for same. Proximity can also be applied in that respect as well; Content for the current item being sold (in this case an iPad), with the necessary information about it and then other irrelevant information below it.

woot! ˅   ☰   🛒

amazon prime | Free shipping for Prime members ›

Apple iPad Air 2 64GB LTE Tablet (S&D) Apple
MH2N2LL/A iPad Air (2nd Generation) 64GB Wi-Fi + Cellular
Tablet, Silver/White - (Scratch & Dent)

$259.99 Refurbished

Condition: Refurbished

Screen Size: 9.7"

Shipping: Standard - Estimated delivery May 19 - May 21
Free Standard shipping for Prime members
Fulfilled by amazon

Quantity: 1   ▾

add to cart

11 hours left or until sold out

My Apple iPad Air is so light that if I don't hold--hey, my iPad's ˅
floating away. Does anyone have a net?

Ok, I just got another iPad Air, so this time I just need to--AW
DANGIT. There it goes.

Alright, third iPad Air. I put it in a lead case this time so it should

Top Comments

ktappe opines, "This doesn't look like a bad deal."
17 hours ago

join the discussion (24 comments)

Features   ˅

Alignment

Site Name: Grifols

https://www.grifolsplasma.com/en/web/plasma/home

Alignment can be seen on this page by noticing the placement of the different text blocks. The blocks are neatly aligned in the center with the text inside either aligned on the left or center, creating an organized look. I considered this website to be under the contrast section but decided to put it under alignment because I preferred the alignment on this page than the other pages that I found. The nav bar at the top is also neatly aligned, allowing equal room for each of the icons to display properly. The overall look of this page is neat. The margins on the sides are noticeable enough so that it doesn't feel like it's too big for me to see the content.

GRIFOLS

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Biomat USA

GRIFOLS

Biomat USA Rexburg

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208-359-1800

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DRIVING DIRECTIONS ›

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Repetition

Site Name: CheapShark

https://www.cheapshark.com/

This page has repetition written all over it. The general theme throughout the whole page is black, white and orange with the occasional splash of color from different companies. The layout of all the games being sold by a particular site for a certain price is always shown in the same way, at the size. Then there's the orange button at the bottom of each section allowing the user to browse the games at the linked site. Continuing down the page, it's the same. More sites with more sales. Lots of repetition.

⌂   🔒 ://www.cheapshark.com   3️⃣   ⋮

CheapShark

Browse	Search	Giveaways	About

STEAM

ⓘ NBA Playgrounds		$19.99	$1.99
ⓘ Zenzizenzic		$9.99	$0.99
ⓘ Super House of Dead Ninjas		$6.99	$0.69
ⓘ Orcs Must Die!		$9.99	$1.49
ⓘ Orcs Must Die! 2		$14.99	$2.24
ⓘ Mass Effect 2		$19.99	$4.99
ⓘ Volgarr the Viking		$9.99	$0.99

View All Steam Deals

GAMERSGATE

ⓘ Commandos 2: Men of Courage		$4.99	$0.50
ⓘ Praetorians		$4.99	$0.50
ⓘ Commandos 3: Destination...		$4.99	$0.50
ⓘ Chivalry: Medieval Warfare		$24.99	$3.75
ⓘ Imperial Glory		$4.99	$0.50
ⓘ Commandos Strike Force		$3.99	$0.40
ⓘ IL-2 Sturmovik: 1946		$9.99	$2.50

View All GamersGate Deals

green man gaming

ⓘ System Shock 2		$9.99	$2.00
ⓘ BioShock		$19.99	$6.60
ⓘ Agents of Mayhem		$29.99	$7.50
ⓘ RUINER		$19.99	$8.00
ⓘ Rising Storm		$19.99	$5.00
ⓘ Red Orchestra 2: Heroes of...		$19.99	$5.00
ⓘ Killing Floor		$19.99	$4.99

View All GreenManGaming Deals

amazon.com

Contrast

Site Name: The Verge

https://www.theverge.com/

The general contrast on this page pops out immediately. The whole page is contrasting. White words on a black background make it different from the usual black and white and seems easier to read. The splotches of color all over the page from the pictures of the different articles easily stand out from the background. The menu item collapsible arrows, the subscripts of the articles (the authors) and outline of the boxes are also a contrasting purple. It's comfortable to look at and easy to read articles.

⌂   🔒 tps://www.theverge.com   ③   ⋮
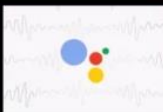
THE VERGE

👤

TECH ▾   SCIENCE ▾   CULTURE ▾   MORE ▾

How Avengers: Infinity War turned Josh Brolin into an eight-foot purple madman

By Bryan Bishop

Google now says controversial AI voice calling system will identify itself to humans

By Nick Statt

Boston Dynamics' robots are learning how to run and navigate buildings

By Jacob Kastrenakes

What do we even mean when we say 'Android'?

By Vlad Savov

MapleStory hits reset with 3D sequel and mobile game

By Shannon Liao

Facebook reportedly plans to launch its own cryptocurrency

By Chaim Gartenberg

Watch SpaceX launch a satellite for Bangladesh with its most powerful Falcon 9 rocket yet
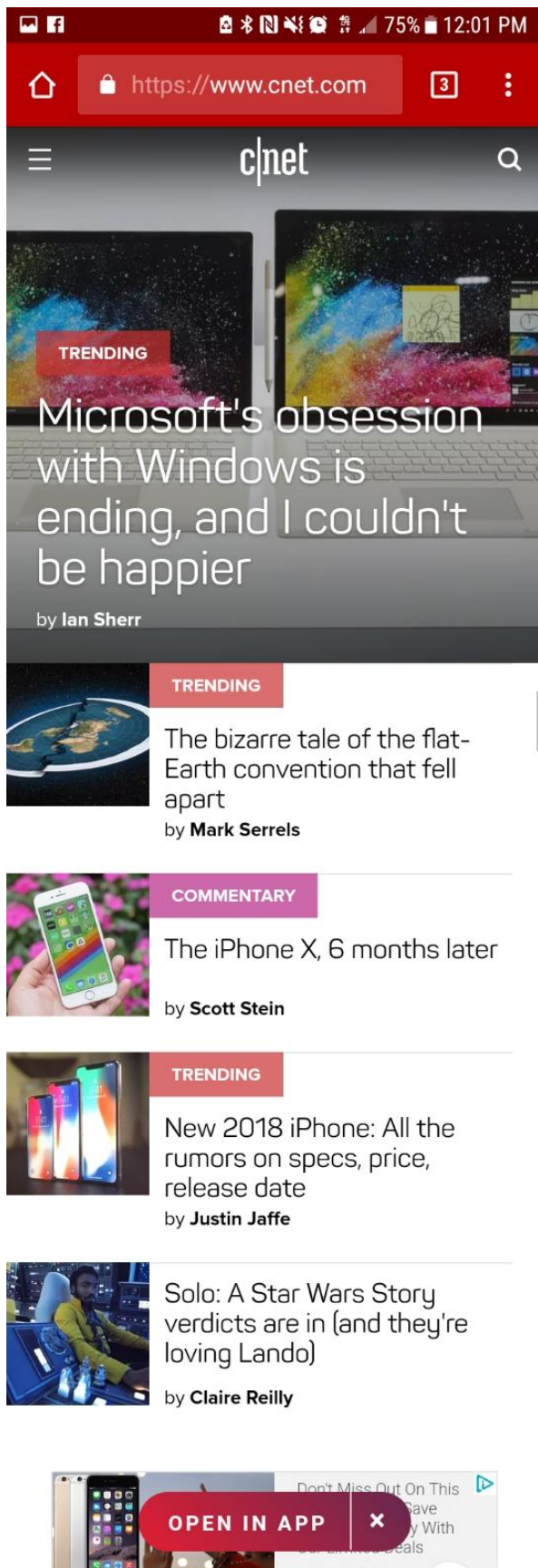
By Loren Grush

Google's software design is having a reformation

Typography

Site Name: Cnet

https://www.cnet.com/

A website that epitomized Typography was pretty tough. I went with a site that seemed a little different from the rest of the websites. To be a good website, you need to make your website easily readable. I liked the contrast between the main articles having white text and the sub articles having black text. That could be put in the contrasting principle, but I think it's also a typology principle. The text on this page wasn't too thick or thin. It was in a font and size that was comfortable to read. Overall, just... normal.

🏠 🔒 https://www.cnet.com ③ ⋮

≡   **c|net**   🔍

Microsoft's obsession with Windows is ending, and I couldn't be happier

by **Ian Sherr**

The bizarre tale of the flat-Earth convention that fell apart

by **Mark Serrels**

The iPhone X, 6 months later

by **Scott Stein**

New 2018 iPhone: All the rumors on specs, price, release date

by **Justin Jaffe**

Solo: A Star Wars Story verdicts are in (and they're loving Lando)

by **Claire Reilly**