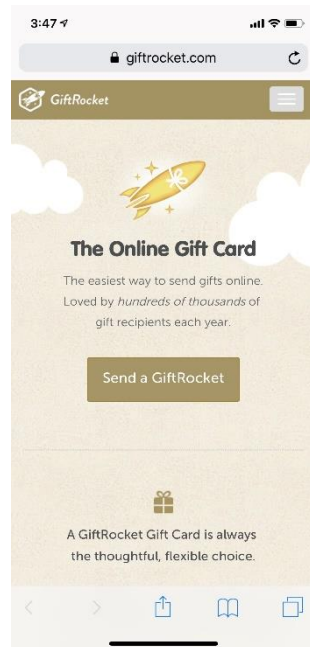*Design Principles*

Jenny Min
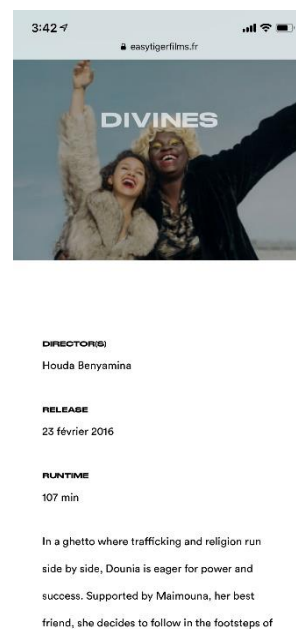
Contrast

Giftrocket

giftrocket.com

- Giftrocket is using contrast to get our attention to the space ship and the circular menu.

Typography

Easytigerfilms

easytigerfilms.fr

- They used two different font that make the symbol of each category that they have. They used slightly different color and the faded density.

Proximity

New York Times

Nytimes.com

- The logo is big and stands out, contributing effectively to the website's branding. The object nearest to the logo is the horizontal navigation bar below. Because the navigation bar is dark, it contrasts with the logo. And plenty space between the two sections. This is also a good example for the contrast because the main tow color of this site is black and white.

Alignment

Colourpixel

Colourpixel.com

- This is the left aligned design. Colorful background, so the right hand side of the site isn't just a bunch of white space. The black boxes play well with the alignment as well because users' eyes move from the top left corner down to the right, going with the content that explains about content information and offerings.

Repetition

Target

Target.com

- Target shows sales with different color of font to emphasis and also attach pictures that are related to what they are advertising. Overall, they fit well with the website theme and color together.