HW 4. Graphic Design Critique

Course : EECS 330. Human Computer Interaction
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■ Introduction to Website - Coursera(https://www.coursera.org/)

Coursera is a website where users can take lots of courses from other universities. This website provides courses in a variety of areas, and each course includes short video lectures on different topics and assignments to be submitted.
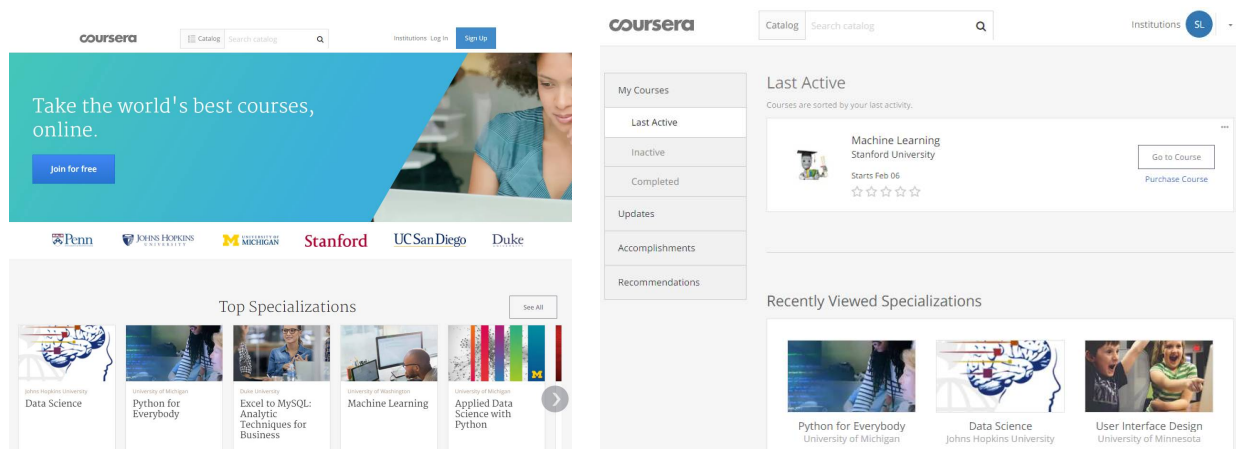

This website is basically organized into three sections: Catalog, Search, and Sign-in & Log-in. Once users log-in, then it is newly organized into four sections on the left side: My Courses, Updates, Accomplishments, Recommendations.

■ Simplicity

Repetition means reusing of the same or similar elements throughout our design. Repetition of design elements will bring a clear sense of unity, consistency, and cohesiveness. However, too much repetition makes people tired, and people can easily get lost of focus.
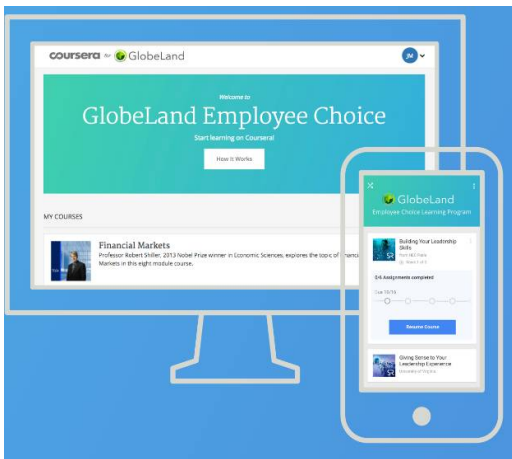
These are good example of repetition. In this photo, it clearly conveys that the coursera website can be used by either mobile phone or computer. The placement of the each image is not in the same location, and the size is also different. So, consistent use of each element within the photo gives visually consistence and unified look.


Those two elements are redundant because they used quite similar images and it doesn't indicate any differences between them. People might be hard to understand because only two similar photos don't give enough information. To be more specific, by using similar images with similar size, people can get more confused. As one image conveys enough information, it needs to be removed.

■ Contrast

Contrast is what we notice by comparing things. To apply the contrast, the design needs to be not the same, but just slightly different to make it more powerful. This is a good example of contrast because they utilized different font size and colors to make things get more focused on.
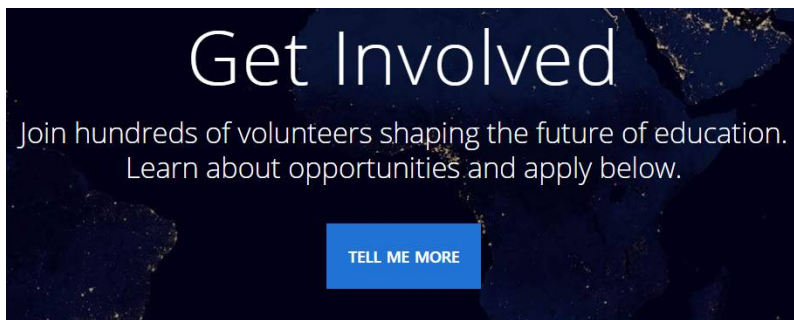
This is another good use of contrast. By changing the font size of the title 'Get Involved', the title can be highlighted. So, this helps the users get the point of this webpage more easily. Therefore, design with strong contrast attract interest, and help users make sense of the visual.

This is an example of weak contrast. All the element has same size and quite similar. If all elements contain equal or similar style, then it is difficult for the users to know where they are. Weak contrast is not only boring, but also it can be confusing. By changing those factors, it can clearly conveys the information.

■ Proximity

This is a good example of the proximity. The proximity is about moving things closer and farther apart to achieve a more organized look. So, related items should be grouped together so that they will be viewed as a group, rather than as several unrelated elements. Here, there are three separated groups. First, the title is on top-most. Second, explanation is on the middle, and related subcategories are on the bottom.

Confirm your details

Enter your name, date of birth, and country as it appears on your ID.

FIRST NAME

LAST NAME

MIDDLE NAME

optional

DATE OF BIRTH

YYYY-MM-DD

You must be at least 13 to use Coursera

COUNTRY

Select a country ▾

This is another good example of proximity. Each text box and its name is grouped together. So, people can understand where the items they want to find are located. So, the related items should be close together to make organized look.

By the Numbers

24 MILLION	149	2,000	160+	2
LEARNERS	UNIVERSITY PARTNERS	COURSES	SPECIALIZATIONS	DEGREES

These are some kinds of figures which are similar. So they were grouped by each categories. This clearly indicates that the webpage is organized visually and conceptually.

Open Positions

Accounts Payable Lead

Affiliate Marketing Manager

Business Development Manager, Government & Nonprofit Partnerships

Business Development Manager, Industry Partnerships

Commercial Counsel

Content Strategy Intern for Electrical Engineering (Summer)

Contracts Manager

Data Scientist, Discovery

Data Scientist, Growth

This is an example of weak proximity. There are similar subject but it was not grouped together. It only shows the list, which makes people difficult to understand. Other than that, people will spend more time to find what they want.

■ White Space

White space plays an essential role in composition. In this page, they only shows the list of each explanation line by line. To be more specific, they used new line instead of using appropriate white space. Sometimes, it might be difficult to understand what they mean, and people takes more time to understand it.
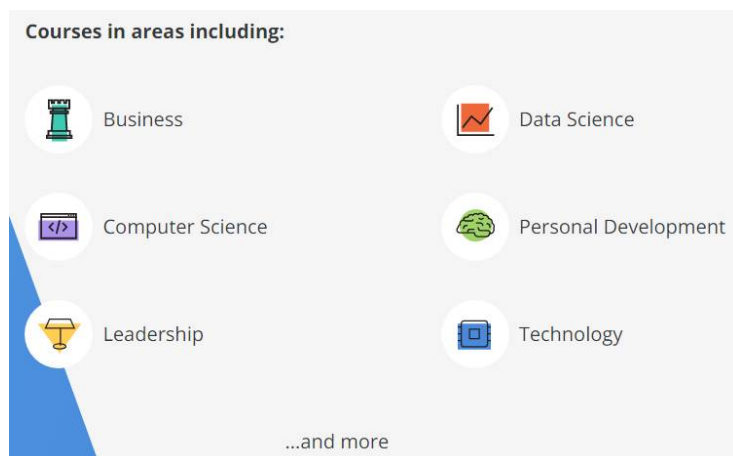
This is another example of good use of whitespace. By applying whitespace between those images, users can clearly see without thinking to find. It clearly separated categories by using appropriate whitespace so that people can find it easily. Other than that, white space makes good look by organizing each content.

Whitespace also plays significant role in visuality. It includes good readability, drawing focus, and creating harmony. In this example, each contents are separated by using whitespace so that users can understand clearly.

This is also good example of whitespace. By applying whitespace, the image on the center gets more focused on by the users. Therefore, users are more easier to understand.

■ Alignment

This is an example of weak alignment. When items are aligned on the center, it makes people boring. Failure to apply alignment makes the design less professional and not cleaner. People think every element in this website is not harmonious. Other than that, it's hard to understand.

This is good example of alignment. To apply good alignment, every elements should be connected visually via an invisible line. Even elements that are quite far apart should have a visual connection, something that is easier to achieve with the use of grids.

Good alignments are also applied to these images. When these images are aligned, they look consistent and clean. They are actually connected via invisible horizontal line and vertical line so that all the elements look organized.

Coursera Help Center > My activities

Requests | Forum Posts | Subscriptions

No requests found.

This is another example of weak alignment. Some of titles are aligned to the left. However, some of the subcategories are aligned to the center which makes people bored. This is also quite confusing because this website shows inconsistency, which makes people hard to focus on the page.

Video · The Data Scientist's Toolbox

Video · Getting Help

Video · Finding Answers

Video · R Programming Overview

Video · Getting Data Overview

Video · Exploratory Data Analysis Overview

This is also good example of alignment. All the element groups which are 'play' image, and video explanation are aligned well. As they are aligned to the left, it conveys information clearly and users can understand what the content is more easily.