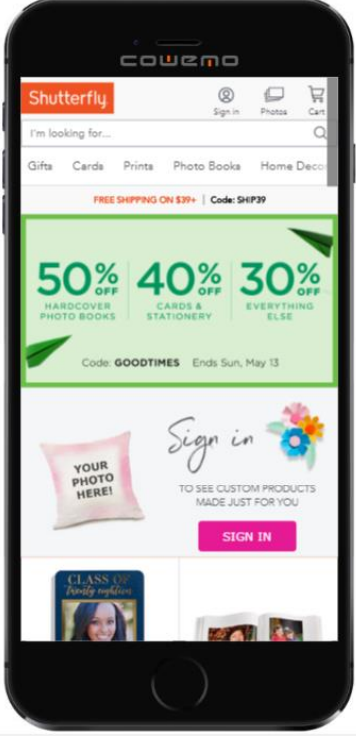
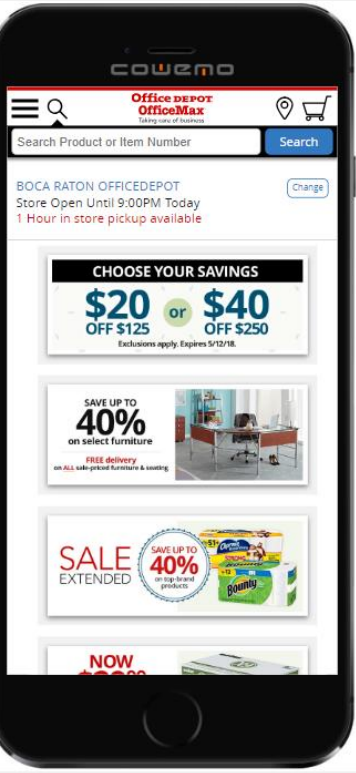



Design Principles

Tamlyn Laurence

	<h2>Proximity</h2> <p>Shutterfly https://www.shutterfly.com/</p> <p>The Design Principle of Proximity teaches that items that are related to each other should be in close proximity to each other. This makes it easy for the viewer to understand what is on the page. Shutterfly does this by putting all the discount codes together on the same line, in the same color, in the same large font size. It then has a line of user inputs or calls to action. All other actions on the page, such as navigation , shopping cart, etc. are in their customary places in a small light gray font.</p>
	<h2>Alignment</h2> <p>Office Depot https://www.officedepot.com/</p> <p>The Design Principle of Alignment states that every item on a page should be placed with a visual connection to another item. This helps the page have a crisp look with no clutter. Office Depot organizes hundreds of pieces of information by placing related content together in boxes and then aligning those boxes with hard left and right edges. This greatly aids the viewer in navigating diverse topics to find their next link.</p>

	<h2>Repetition</h2> <p>Azul Brunnen http://azumbrunnen.me/</p> <p>The Design Principle of Repetition communicates that visual elements on the piece should be repeated throughout the design. This helps hold the various pages together and give them unity and relationship. Azul Brunnen does this by having a very minimalistic approach of clean pages with a dialogue of a few sentences in body text, and then a question box in reverse text. The next dialogue is in the same body text, and then a new question in reverse text. This Repetition is not only shown on the page, but also in the expectation of the user.</p>
	<h2>Contrast</h2> <p>Evernote https://evernote.com/</p> <p>The Design Principle of Contrast indicates that items on a page need to be visually dissimilar if the idea of the piece is to be immediately understood. This aids the viewer in sorting out exactly what is on the page. Evernote does this in the text by using four different and contrasting fonts, effect, colors, and sizes. The logo is in a green all-cap serif face. The main line is in a bold, large size san serif. The paragraph is in lightweight body text. The call-to-action is white text in a green box. The page works by having each face different but grouped by proximity or color.</p>

	<h2>Typography</h2> <p>Zurb</p> <p>www.zurb.com</p> <p>Even though the Internet is full of pictures, it is able to teach us much more because it is so efficient at displaying text. Even though text is wonderful at imparting facts, it can be boring if not delivered attractively. This is where typography shines – it beautifies and clarifies content so that it can be easily absorbed or understood. Just by glancing at the ZURB screenshot, we detect several types of information: the logo, the main greeting, the info, the hashtag, the proposition, the article name. It takes longer to read the info than to assess it in one glance. That is the beauty of typography.</p>
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