COMP – 3033 – DESIGN ACTIVITY SHEET

* **Contrast**
  + Good example: <https://www.flyhyer.com/>
    - I like the black and white style with blue mixed in, as well as the contrast in the flexible services section when you scroll down. Good contrast of media and use of whitespace across the page.
  + Bad example: <https://www.art.yale.edu/>
    - Headache inducing
* **Repetition**
  + Good example: <https://www2.acadiau.ca/student-services.html>
    - bullet points, clear headings, different categories, short descriptions, very beautifully done.
  + Good example: <https://9rules.com/>
    - Simple and elegant, easy to scan. Predefined set of colors, fonts, and rules of application = consistency in appearance across multiple channels. Excellent for building brand awareness and recall.
  + Bad example: <https://www.papersource.com/>
    - Each section of text boxes on the main page seems to have different colors, and there is no consistency in which boxes mark categories and which ones mark actual products
* **Alignment:**
  + Good example: <https://www.tzeachten.ca/>
    - Consistent alignment throughout webpage, neat feature that pulls the user in closer to the gif while scrolling
  + Bad example: <https://theroommovie.com/>
    - All the text is different sizes but everything is center aligned, which makes it hard to read the text and see it as anything other than a big, weird shaped, block of text
* **Proximity:**
  + Good example: <https://spotify.design/>
    - The whitespace between the new releases when you scroll down looks really good and easy to read
  + Bad example: <https://www.tavernhg.com/>
    - Images in the header and start of the body are overlapping each other.
  + Bad example: <https://www.dailynewsegypt.com/2024/02/10/google-rebrands-ai-chatbot-bard-as-gemini-unveils-subscription-option-and-dedicated-app/>
    - Proximity AND alignment issues. Many confusing and unintuitive navigational components: