

Design Principles

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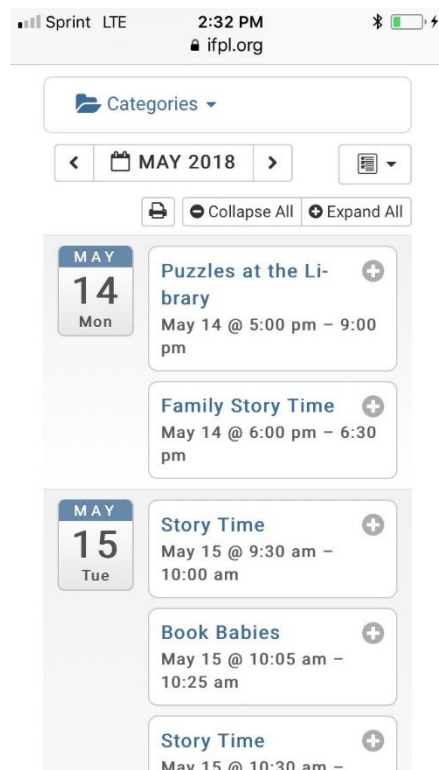
CIT 230: 07



Proximity

Idaho Falls Public Library
http://www.ifpl.org

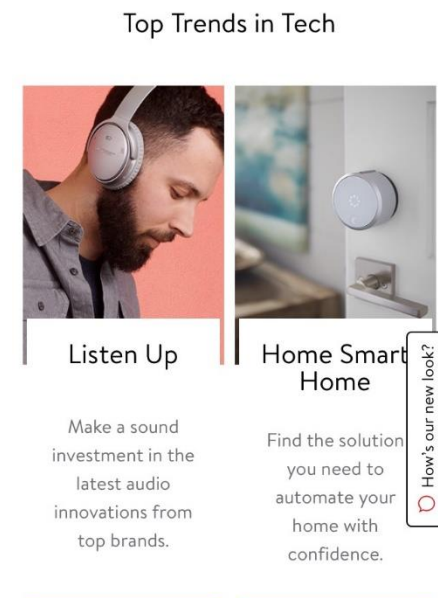
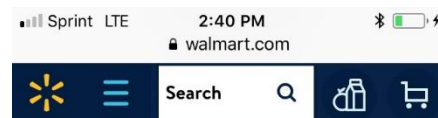
The Idaho Falls Public Library makes uses of the proximity design principles in it's calendar. Each of the items for the day are listed in one box together with the date directly next to them. Even without the gray boxes, we would be able to see that the first two items are on the 14th and the next three on the 15th by just having the date placed next to the corresponding event.



Alignment

Walmart
http://www.walmart.com

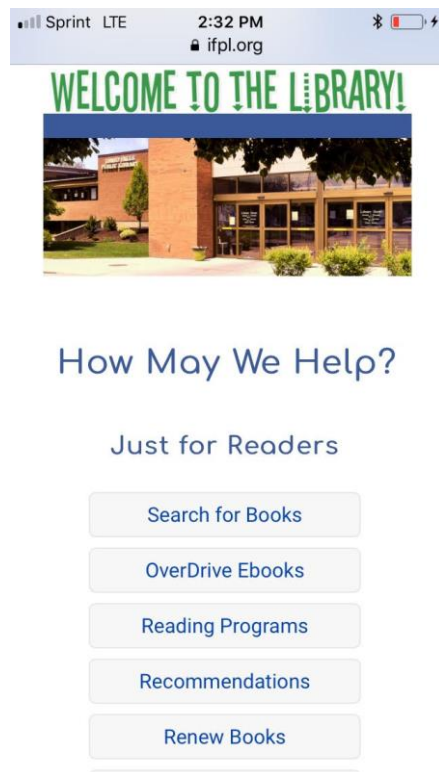
The Walmart website is a good example of the alignment principle. Rather than stacking items one on top of the other, in this section of the website the related tech trends are next to each other and perfectly aligned in a grid. Each photo, header box, and bottom bar is perfectly aligned together for a cohesive feel. The center aligned text feels more synonymous with the rest of the section than if it had been left aligned.



Repetition

Idaho Falls Public Library
<http://www.ifpl.org>

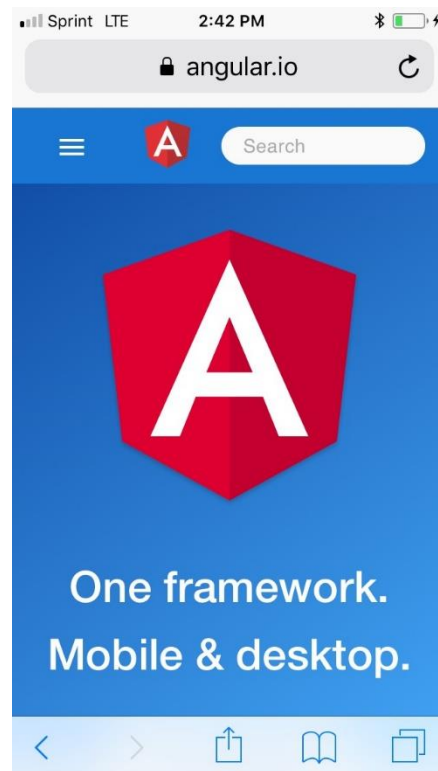
The Idaho Falls Public Library website makes good use of repetition. Each of their links are in an identical box so they all match. They repeat the color blue throughout the site with both the header, headings, and links. They also have repeat the color green in both the image and in the welcome message. This gives the site a unified feel.



Contrast

Angular
<https://angular.io/>

The Angular website uses color contrast between the blue and red to make the logo really pop out from the blue. They also have used two different shades of red to give the feel of a 3-D cube. The bright white of the letter really announces that letter A and makes it feel bold and important. By choosing a white text on blue background, they have also made the text very easy to read and their main message very clear.



Typography

Source Forge

<https://sourceforge.net/>

Source Forge has made good use of typography in its choice of colors, font style and size. By using a gray color for source and a bold white color for forge, they have made the name SOURCEFORGE very easy to read. By keeping the site name letters between the cap and baseline, they have kept it within a limited space that is equal to the menu sign on the left. The large white text on the brown background is easy to read and puts extra emphasis on it versus the smaller orange text. This helps us to know that "The Complete Open-Source Software Platform" is the most important part of this section of the page. The orange text also correlates with the logo design. The sans-serif text has a very crisp and clean feel, just like the logo.

