Design principles

Proximity: This web page has some graphics that are grouped together based on their relationship. There are words that are below that are still close to the above graphics, but do are not too close. The graphics offer an exciting look to the page that draws the eye towards it. The words below give an explanation of something that they are in the same group as.

Alignment: All of the numbers that are referring to bank account rates are in the same general location. They are all grouped together to explain a common cause. They are all centered and look uniform in the way that they are positioned. They have a good overall look to the group of numbers, and I can tell that they are not just randomly placed.