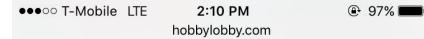
Design Principles in Mobile Sites

Group Members: Michael Mensah, Sierra Laney, Dann Kramer, Anderson Neves

Proximity- Dann Kramer

hobbylobby.com

This web site uses proximity well with its spacing and white space usage. As you can see the Site's name, Hobby Lobby, is well spaced after the menu and before the search area allowing browser's to understand right away the name of the site / company. If you could scroll down the image you could see that there are nice white spacing between sections so the site doesn't look cluttered and the items that are grouped together are going to be related.

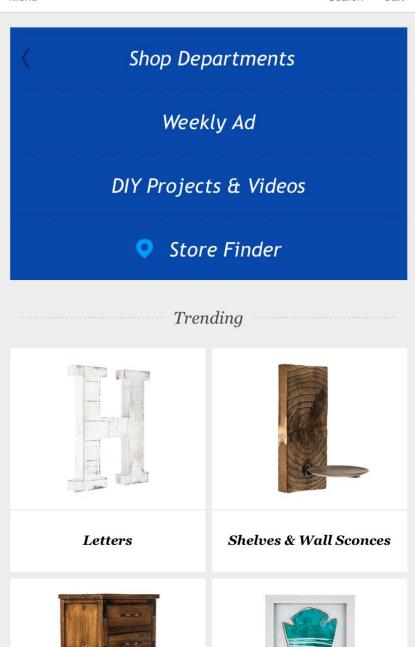








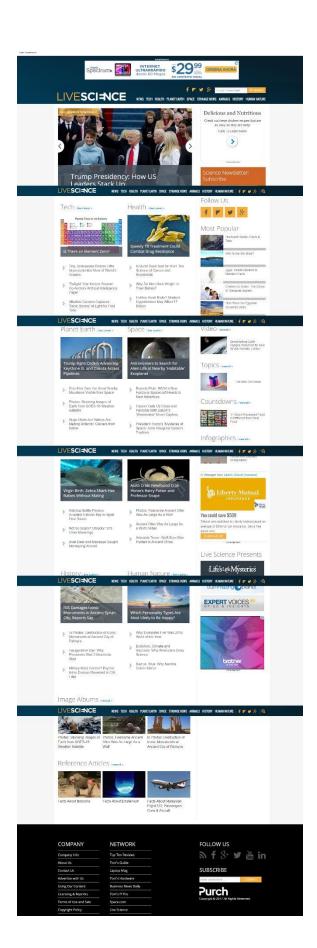




Alignment- Sierra

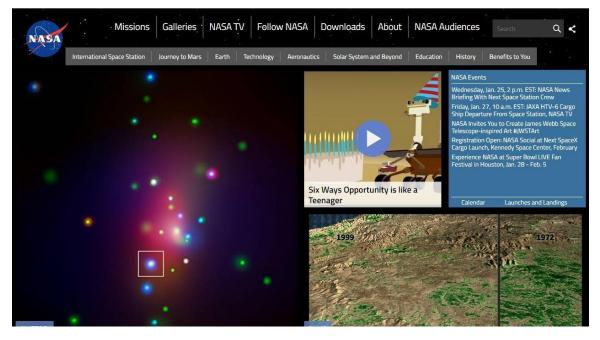
Livescience.com

Live science has consistent alignment throughout the site. Most of the content is aligned along an axis on the left of the page. This makes it look rigid, but neat. The grid system appears to be modular, with a few custom rectangles to break down the rigidness.

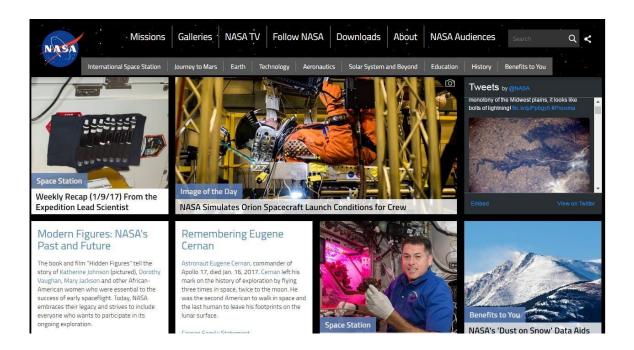


Repetition- Michael Mensah

NASA.ORG



NASA.org uses a series of squares and rectangles to display their contents in a very organized and appealing way. Even though the shapes do not have a bold outline, a user will be able to see them upon critical examination. In the case of this website the shapes(rectangles and squares have been used as containers providing links to other articles and resources.



The photo menus in the above pictures also provides some level of consistency, using the blue.

Contrast-Sierra

Mountainlion.org

This site shows contrast well because it follows a theme which is consistent throughout the site. Mountain lions and

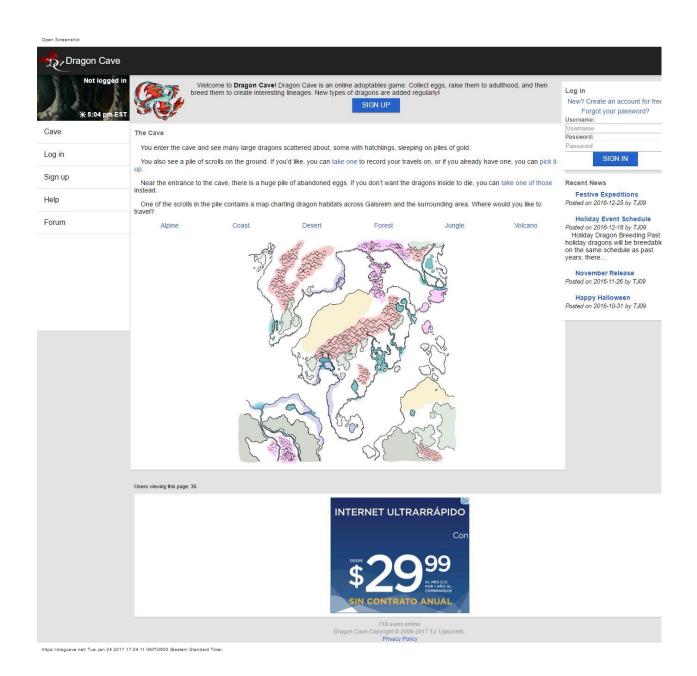
wildlife in general are outdoor and earthy subjects, this theme is reflected in the neutral earth-like colors chosen. They are not opposite, but they go together well and emphasize the theme of the site. Some elements even seem to match the mountain lion's fur!



Typography-Sierra

Dragcave.net

This site has good typography because it uses varying fonts instead of bland texts. You can see blue font on the right side, and italic serif looking font underneath. You also have regular serif for the main part. The best part of the site, the real title, has an interesting font design but it cannot be seen in the mobile version. The font also helps to reinforce the theme of the site, which is based on dragons and folklore.



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