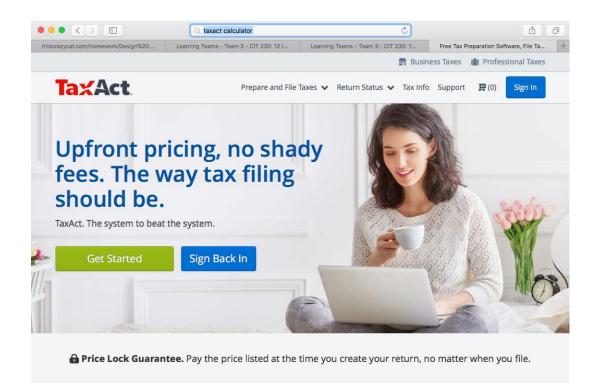
# Design Principles in Mobile Sites

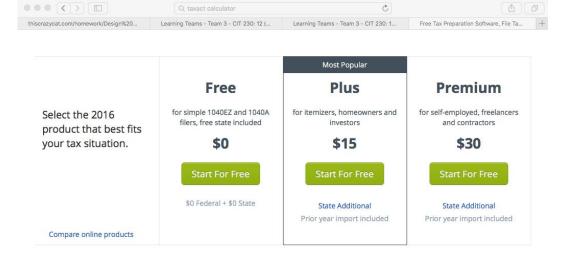
Group Members: Michael Mensah, Sierra Laney, Dann Kramer, Anderson Neves

## **Proximity- Dann Kramer**

https://www.taxact.com

Although it is hard to see in this screenshot, this web site uses proximity well with its spacing and "white space" usage. As you can see the Site's name, TaxAct, is well spaced before any other text is seen 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 wide spacing between sections so the site don't look cluttered and the items that are grouped together are going to be related.





#### Everything you need and nothing you don't.



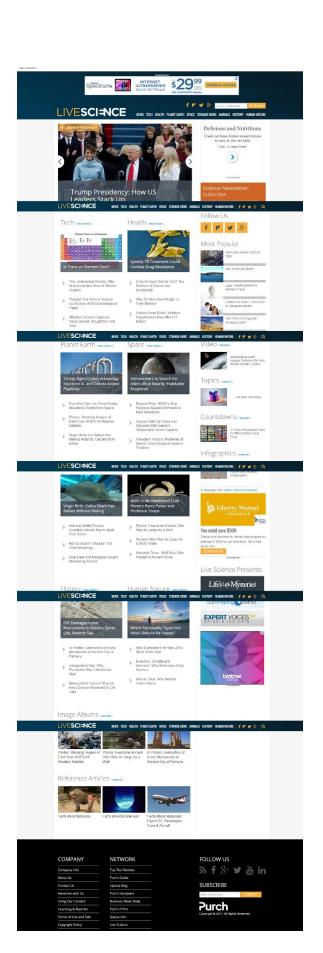




## Alignment-Sierra

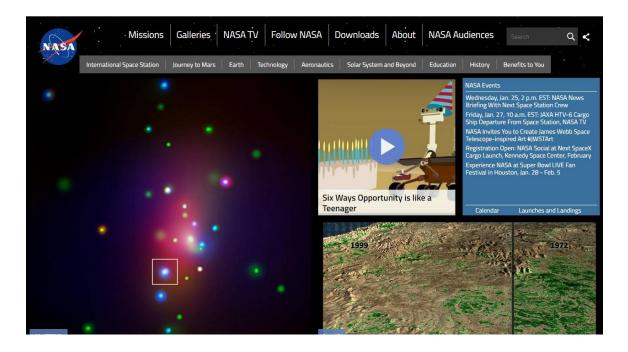
### Livescience.com

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.

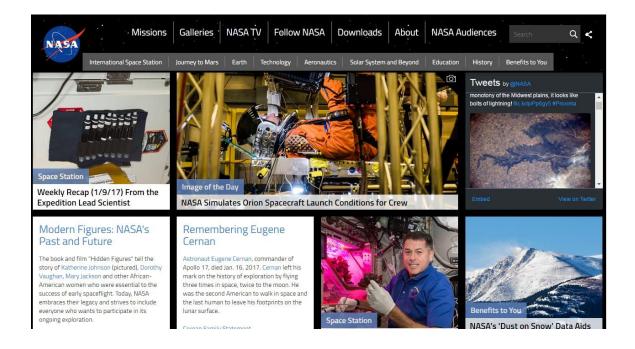


## Repetition- Michael Mensah

#### 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

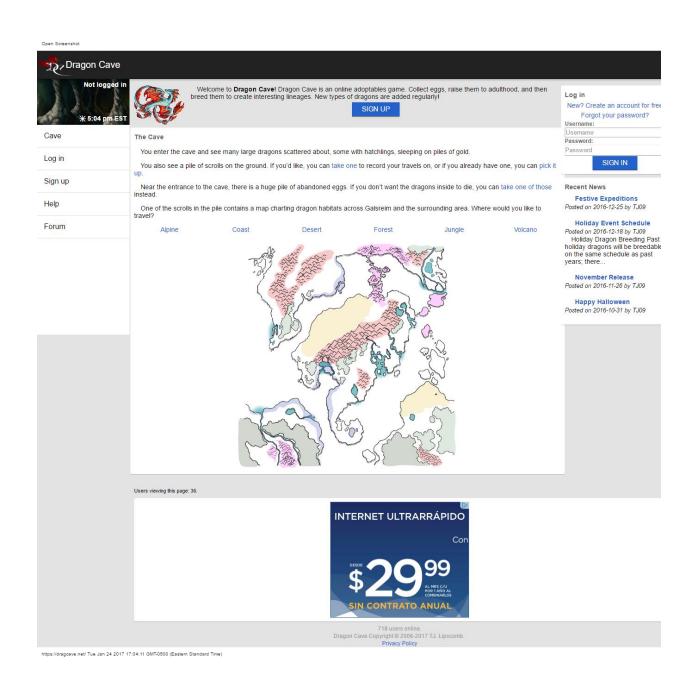
This site shows contrast well because it follows a theme which is consistent throughout the site. Mountain lions and wildlife in general are outdoor and earthy subjects, this theme is reflected in the neutral earth-like colors chosen. They are not opposite, but they go together well and emphasize the 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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