Item 4 in “100 Things Every Designer Needs to Know about People (Voices That Matter)” describes the special part in our brain that is dedicated to recognizing faces. In this excerpt the text mentions that at a certain point (at 75%), we begin to not recognize a face as human. More importantly, it is the eyes that give away this trait. Knowing this fact, eyes have the most impact on a web page. If a face is looking at an object, we are likely to look at what the face is looking at.

[www.ign.com](http://www.ign.com) is a website that reports on entertainment news. I’ve use this site regularly, but did not notice that almost each story has face that is looking at something or someone.

A screenshot of a movie

Description automatically generated

The website designers use principal number 4 for almost every story. Though some examples aren’t exactly human (they are human-like), it still conveys the same message. This is a great example of website design being used to attract a reader’s attention. This may not be intentional, but this website seems to have real people looking directly at the reader while the fictional characters are looking at or doing something else.

A collage of images of people holding light sabers

Description automatically generated

In the pictures above, the two characters from Barbie and Oppenheimer are real people looking almost directly at the reader, while the fictional characters are doing an action and not making near direct eye-contact with the reader.