Paige Demoe
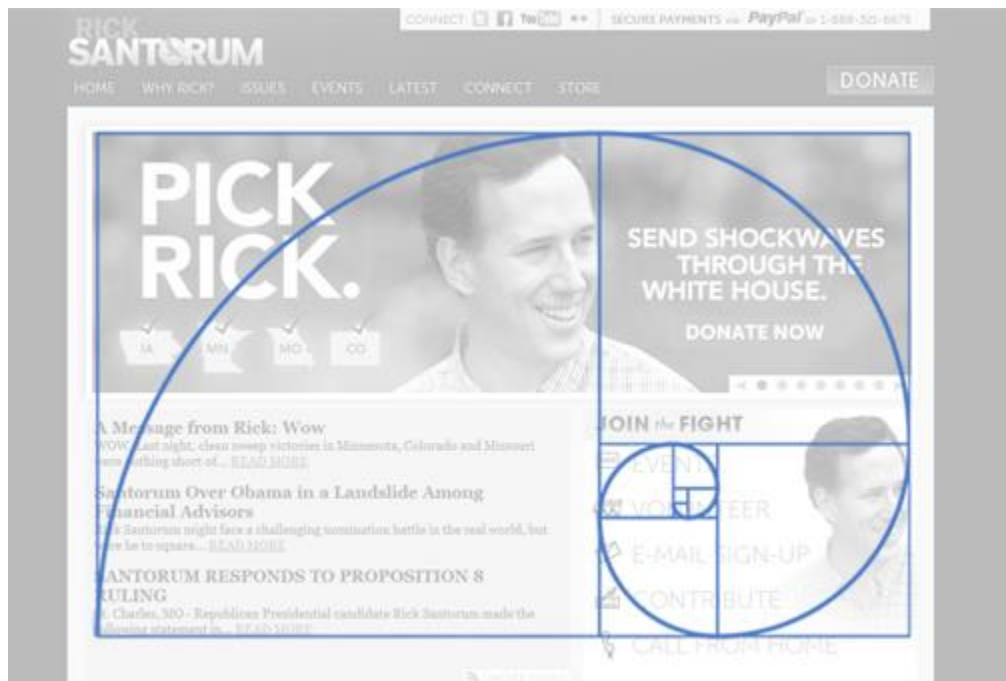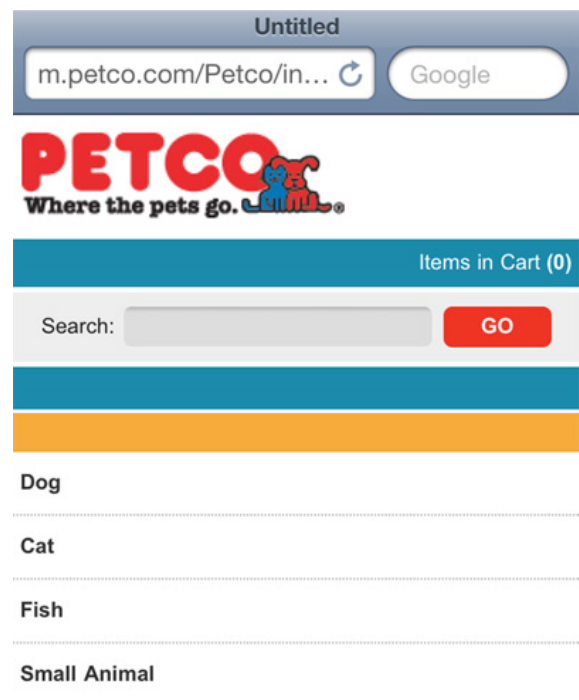
Principles of Design

Golden Ratio –

this website demonstrates the golden ratio as shown here. The elements on the Page were all placed and sized so as to follow along the ratio and make it pleasing to the eye.

80/20 Rule- the Petco mobile app is a good example of the 80/20 because of its simplistic design. Compared to the desktop version, the mobile app focuses on that 20% that is most often used, in this case that would be the dog, cat, fish, and small animal categories.

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Signal to noise – this website for RitzCamera demonstrates signal to noise very well in that they have done a poor job in balancing their signal to noise. By having so many different pictures and text all over the website it makes it very hard for users to understand what the main focus, or signal, is.

Rule of thirds-

this website for EQREC demonstrates the rule of thirds very well. The rule of thirds implies that if a page were to be divided into thirds both vertically and horizontally, the main points of content and focus would be where the segments meet.

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Hick's Law-

This law implies that as the number of alternatives increases, so does the decision time. So this app demonstrates that by actually eliminating distractions or other alternatives. By greying out the background the app shows just the main alternatives to the user to help decrease decision time.