Good example: Vox.com

Graphical user interface, website

Description automatically generated

The Vox website is an excellent example of good design. They have good use of color – the website is mostly grayscale with their signature yellow highlights. Important headers, logos, and buttons are all in yellow, and clicking on links also highlights the link in yellow. They have good use of whitespace between elements on their website, and good typography which also helps with different levels of emphasis.

Bad example: Craigslist.com

Graphical user interface, text, application

Description automatically generated

While the Craigslist website does use simplicity and organization effectively, they use no graphics whatsoever, and overall, the website is not very visually appealing. The page is essentially a big list of links with no markup or beautification. I think there is definitely a style they are going for here, but in this case, the style seems to be an “early internet” style that definitely does not appeal to me.