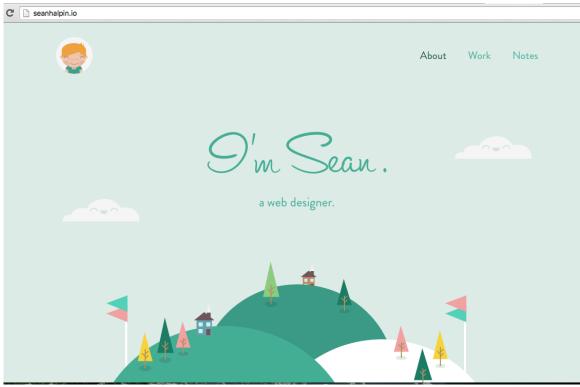
Principles of Design Assignment

→ Seanhalpin.io homepage



- First, this portfolio website is a very good example of having a good **Signal-to-Noise Ratio**. The design is very simple and there are only three tabs from which to choose from when you first arrive on the page.
- Second, it is a good example of **Hick's Law**. Hick's Law states that the user should always try to reduce the number of decisions involved. This website has only three decision and you start out on one of them.

What I can do.



Design what you want.

I like to keep it simple. My goals are to focus on typography, content and conveying the message that you want to send.

Develop what you need.

I'm a developer, so I know how to create your website to run across devices using the latest technologies available.



- This screenshot is a good example of how to effectively **Chunk** important information. Sean keeps it clear and concise and chunks together his information for easy and quick reading for the user.

→ Seanhalpin.io homepage continued...



I can help.

I'm currently available for freelance work.

If you have a project that you want to get started, think you need my help with something or just fancy saying hey, then get in touch.



- Sean's use and placement of the "Message Me" button is a good use of the **Mapping** principle. It has one function and fits in with the layout of the rest of the homepage.
- Along with that, the design of his "Message Me" button is also a good use of the **Affordance** principle. It has a little mail symbol, a box around the words, "Message Me" and that box is a different color than the rest of the background, while still being designed to go with the theme of the homepage.