

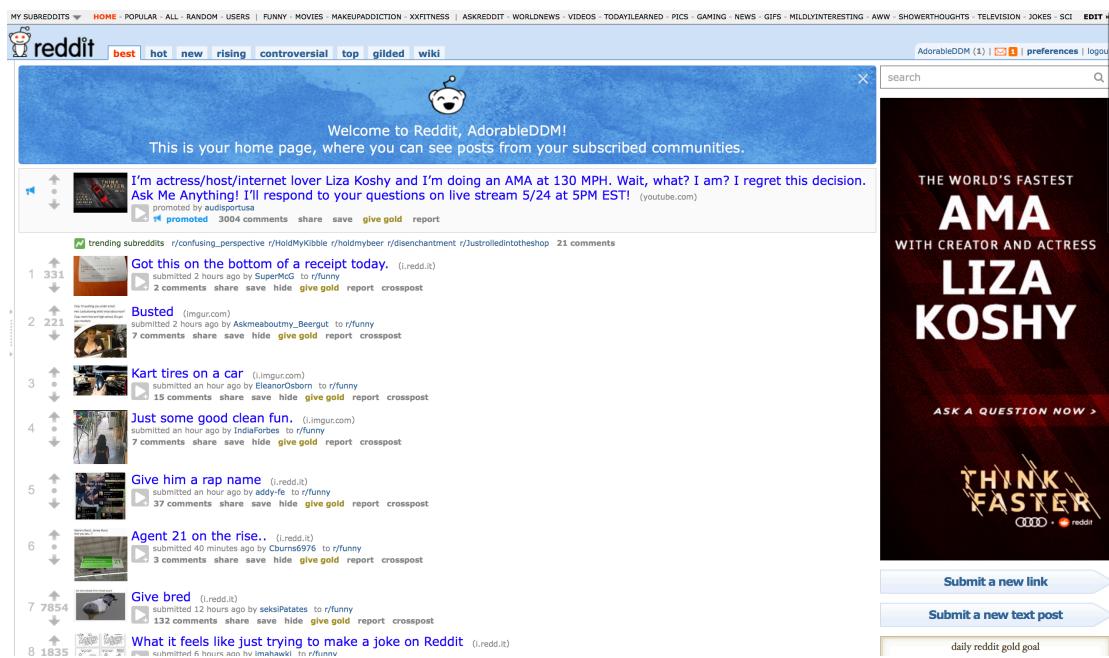
EECS 330 Spring 2018

Homework 4 By Dan Wu

In order to make the application clear and concise, we need to consider several principles of graphic design, including simplicity, contrast, whitespace, alignment, and proximity when designing it. In this homework, I choose the interesting website **reddit** to analyze its good and bad designs refers to these principles.

Application:

Reddit: (<https://www.reddit.com>)



It is a website including thousands of communities, endless conversation, and authentic human connection.

Representative Task:

A girl would like to see the latest posts in movie community and leave some comments on them.

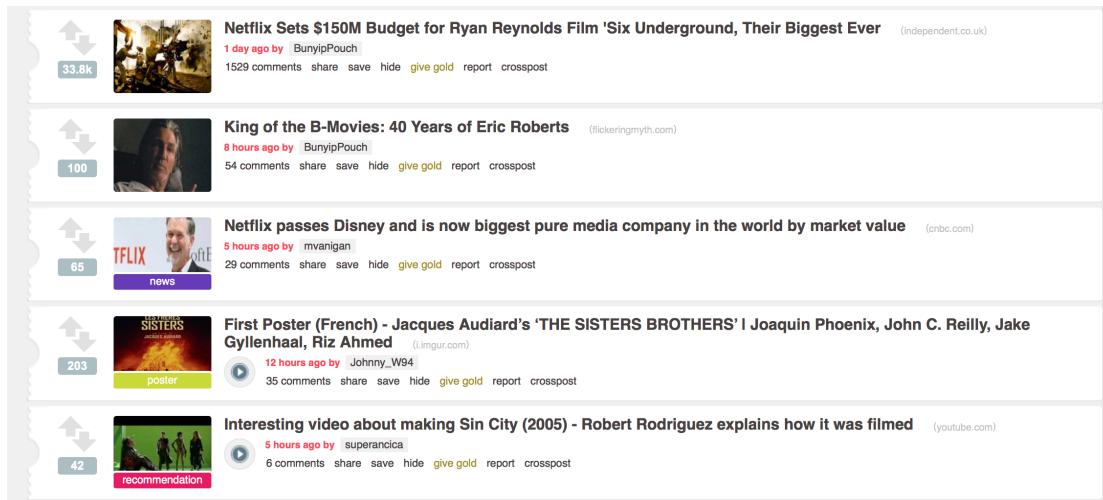
This task is really interesting, because it includes lots of interactions, such as search for the target community, the movie, select or search the news she is interested in and then leave some comments, which will help me a lot on critique.

Design Principles:

● Contrast

Contrast refers to the principle that making the organization of information clear, which could

also create visual interest on the application.



Good Design:

As we can see in this screenshot. The font for title is bold black, however, the other texts are regular fonts. And also, the font size for title is bigger than the others. One more thing, color for upload time is red, which is easy for users to catch. The topic for the post is in a color bar, which is also a good example of contrast.

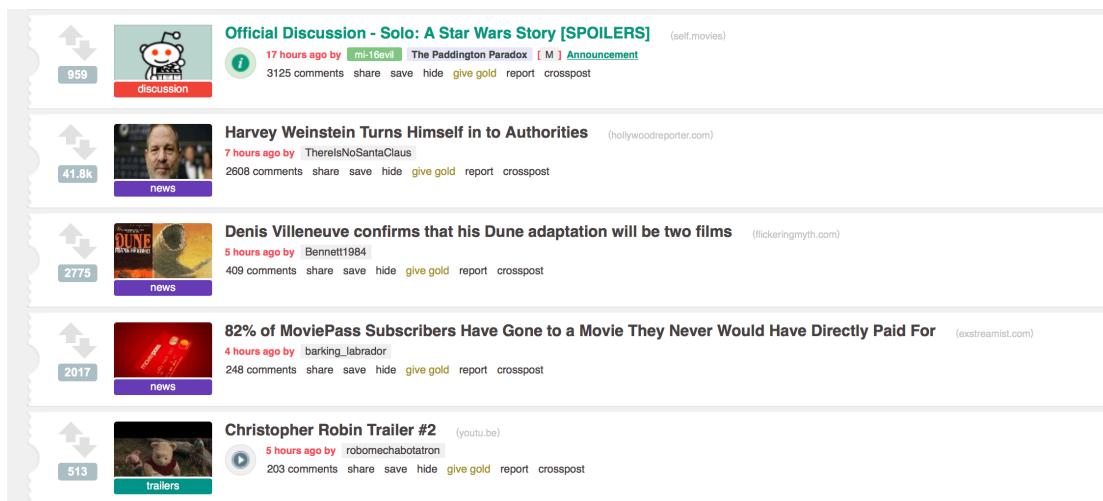
Bad Design:

However, in the same screenshot, the hottest post which has 33.8k supporters looks like the same as some posts even have 79 supporters. The title, picture or other elements are all the same, which cannot successfully catch reader's eye into the page.

● Repetition

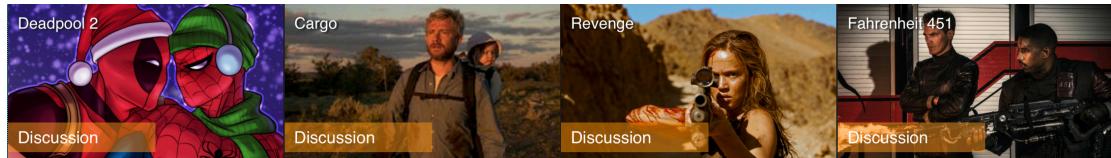
The main goal for repetition is to unify and provide visual interest.

Good Design:



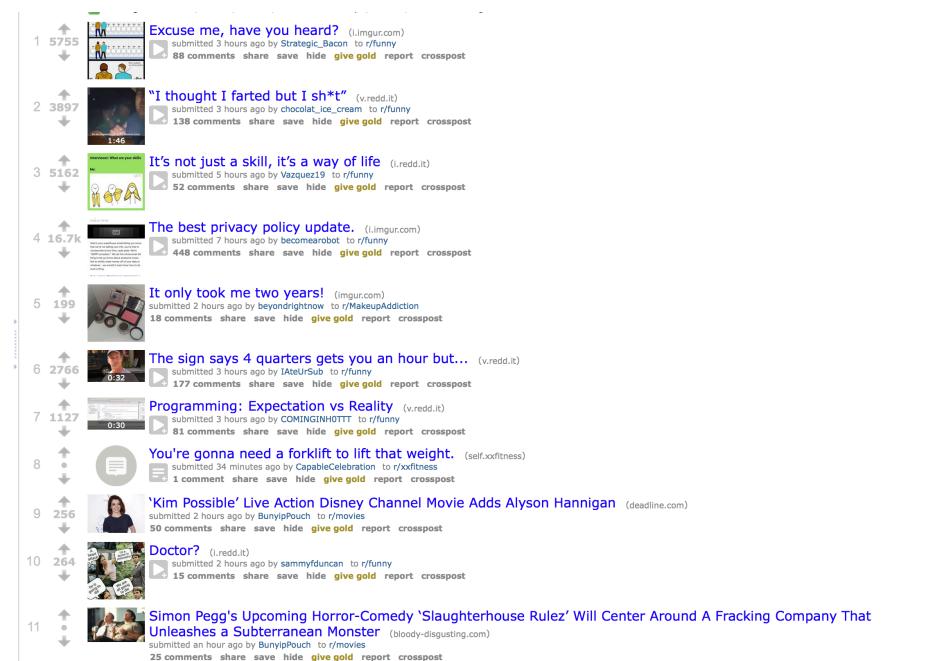
There are many repetition elements in this screenshot, such as the bold typeface on the title, the spacing, indents, left alignment, the thumbnail for each post.

Another example:



For each hot movie which is listed on the website, the font for each movie, the discussion buttons are all the same, which is a good example for repetition.

Bad Design:

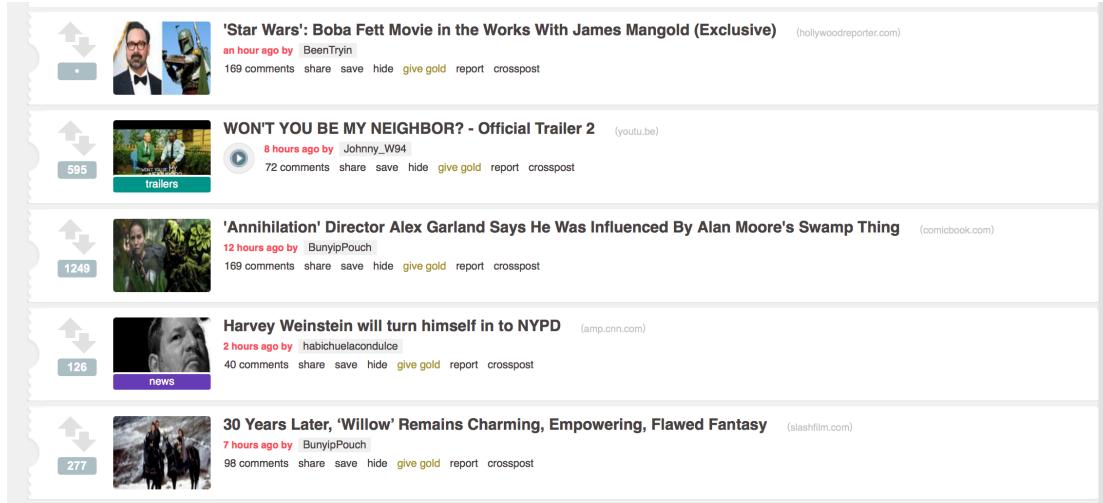


At the homepage of reddit, I think it's over-repetition, which is annoying.

● Alignment

Alignment principle is a way to unify and organize content better. The designers should be conscious of where they place items. When designing a webpage, it is better for us to avoid more than one text alignment as well as center-aligned texts.

Good Design:



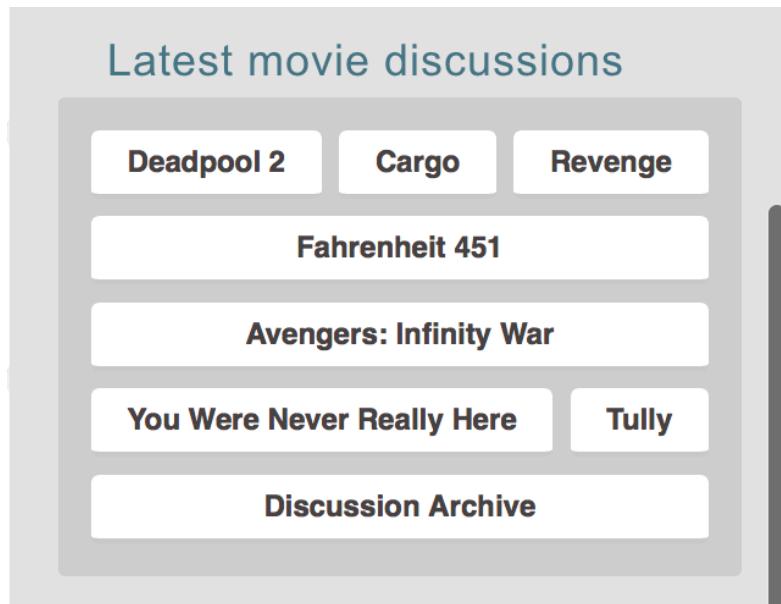
As we can see that all posts are left-aligned, and the icon for reading details and watching video is at the same place for each post. It is like a template for every post, which is well-organized.

And also, the screenshot below is a good example of good alignment as well.



This is a comment part for one of the post. It is quite good-aligned since it is quite clear for who comments whom and also who responds whom. All the texts are left-aligned, which is consistent with the example above.

Bad Design:



At the right side of this website, here are some buttons can be clicked. However, it looks not friendly because it does not follow alignment principle. The texts in the button uses centered alignment, which cannot show strong vertical lines, gives users bad experience.

● Proximity

The principle of Proximity is that group related items together and separate items that are not related.

Good Design:

When the girl wants to see the comment of Deadpool2. She clicks on this and then the page is like the screenshot below.

↑ 6785

Official Discussion: Deadpool 2 [SPOILERS] (self movies)

6 days ago by [The Paddington Paradox](#) | M

[CLICK TO SEE SPOILER](#)

[spoiler](#) 11808 comments share save hide give gold report crosspost

top 200 comments show 500

sorted by: new (suggested) ▾

Please be Civil & use Spoiler Tags
You will be banned for:
- Hatespeech
- Piracy Links
- Flame Wars

⚠ To insert a spoiler please use [spoiler text here]#spoiler

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↑ NoCrunchies 1 point 17 minutes ago

↓ The film was a pleasant surprise to me. Expecting it to be a total catastrophe after they set the mark so high with the first one, I think they did well. Some moments were purely brilliant such as some of the recurring jokes. Fantastic new characters too added to the better storyline. The overall telling Of jokes wasn't as brilliant as I'd have hoped and let the movie down in some places.

However, one big issue for me is a continuity one. The film is set in the present day with pictures of Obama and talk of George Michael's death etc... which leads me to wonder why they used the younger cast of xmen for the cameo? Now am I missing something, or was it anything to do with it just being a "fun" scene? Could really do with some clarification.

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↑ Memphis_Matt 1 point 39 minutes ago

↓ Overall I enjoyed it, though I don't like call backs because I'm really picky about them and prefer that they be subtle and not slapped into your face. Brolin's character was actually interesting and even though he's not talkative, the writing was great for him. The kid however, came out really cringy and I really didn't like his character that much. Maybe all his lines being cringy was intentional but god damn did the line "Damn it feels good to be a gangster" sound really fucking awful.

A lot of sequels try to top what they did in the first one and think that trying to just double or outdo what they did in the first one is the way to go, and Deadpool 2 is guilty of this. At moments it felt like they were trying too hard. The 4th wall break to 'cue music' was used twice and it felt like it really should have been a 1 per movie thing. Colossus's character was used more but while trying to develop his character, it just felt like he became a caricature of himself in the first movie. Compare this to Negasonic who felt like they stayed the same across both movies, maybe because there was less screen time. Liked her role in this one even though the 'trainee' joke was a dud.

Brolin, again, did a great job and I really loved his character, him being a 'good guy' in this was a great surprise for me and him being after the kid and not Wade won points with me as far as plot goes.

And plot-wise, winning the kid over through 'sacrifice' felt like some kind of Deus Ex Machina, "ah shit we gotta fix this somehow" bit and came off as sloppy, awkward and silly. Also, I know Deadpool was late for his Anniversary ...meeting? but him running away from those group of guys near the start felt off.

I really enjoyed the action sequences and Domino's 'show of force' bit. Out of most of the modern Marvel movies, Cable and Deadpool's fight at the mutant school/place has got to be my favorite fight scene.

I don't think the credit scenes should count for the movie since they're just bits but I just want to give props for how fun they were.

Again, overall I enjoyed it. And for once I think I actually agree with a RT rating. 80-ish% is absolutely fair.

Speaking of 80-ish%, I am about 80-ish% sure that they switched Cable's glow eye when he was drinking that beer. I know he was standing in front of a mirror but it really looked like they switched it to his right eye and it wasn't just a mirrored shot. (Unless it just does that.)

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It is a good proximity example since the official discussion and users' discussion are separated. And also, the users' discussion is collected together.

Bad Design:

MY SUBREDDITS ▾ [HOME](#) [POPULAR](#) [ALL](#) [RANDOM](#) [USERS](#) [FUNNY](#) [MOVIES](#) [MAKEUPADDICTION](#) [XXFITNESS](#) [ASKREDDIT](#) [WORLDNEWS](#) [VIDEOS](#) [TODAYLEARNED](#) [PICS](#) [GAMING](#) [NEWS](#) [GIFS](#) [MILDLYINTERESTING](#) [AWW](#) [SHOWERTHOUGHTS](#) [TELEVISION](#) [JOKES](#) [SCI](#) [EDIT](#) ▾

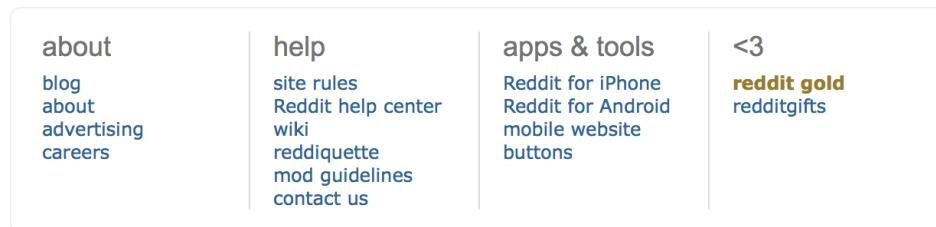
reddit [best](#) [hot](#) [new](#) [rising](#) [controversial](#) [top](#) [gilded](#) [wiki](#)

This is a screenshot of the top line of homepage. Many community topics are listed together in one line. However, it is hard to notice that what I subscribe is in the middle of the line. I think that the designer should separate what I subscribe and what I do not to make the structure more clearly.

Whitespace

Whitespace helps designers to group items, and also, helps readers scan.

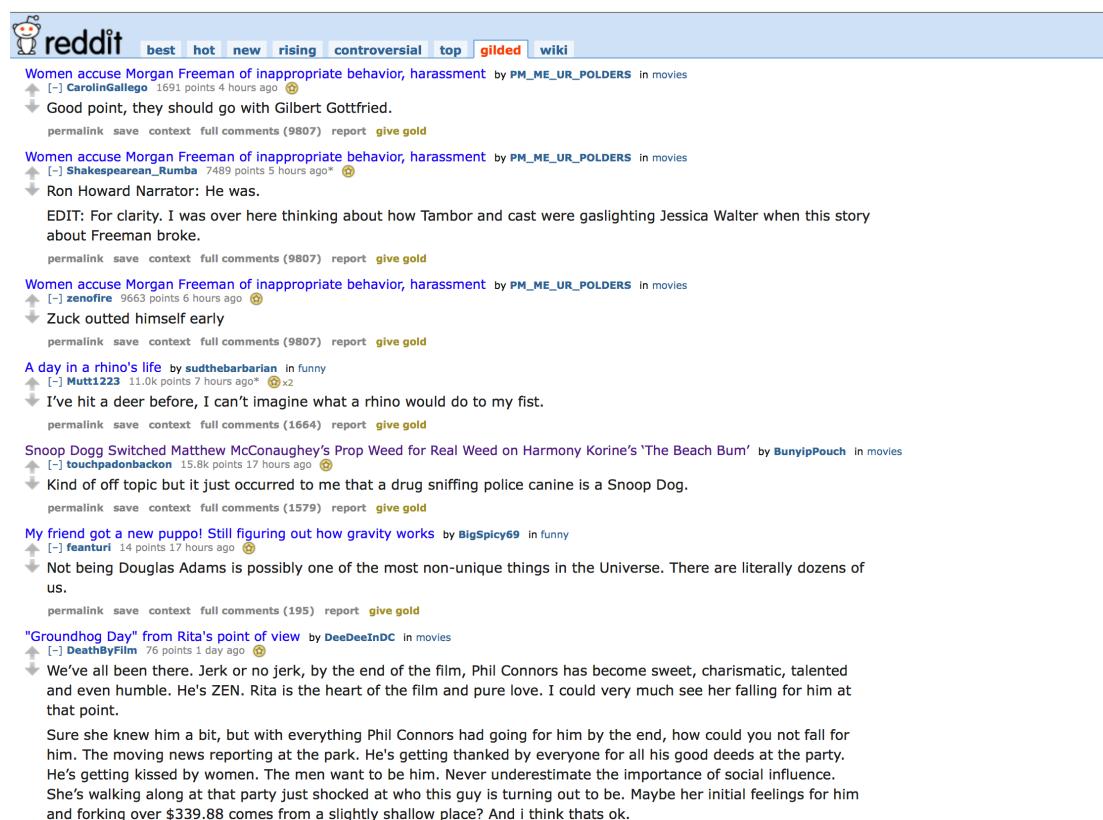
Good Design:



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At the footer of this website, there are much white space to separate *about*, *help*, *apps&tools* and *<3* and group each of them together. As a user, I can easily scan this part and know what is going on.

Bad Design:



In the gilded part of this website, we can notice that there is no much white space between title, post information and the body. And also, the white space between each comment is really small too, which makes the users really feel kind of mess.