Module 2

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http://www.deborahpulosdesign.com/Default.asp

Contrast

The background is a dark steel gray color while the background to the text is white. Darker text at the top of the white background designates the slogan for her website, which catches the eye and allows the user to have an emotional draw to the material.

However, the black box on the left-hand side of the page is distracting. It draws the user away from the important text and doesn't add a lot of useful contrast to the page.

Repetition

All of the heading links at the top of the page are small and colored light gray to contrast from the dark background. The monochromatic color scheme is present throughout the site.

However, although I understand why the site was made in a monochromatic color scheme (to accentuate the color quality of the jewelry), it isn't eye-catching in any way, and wouldn't necessarily keep a reader focused on the material at hand. It doesn't have to be bright or blinding, but it can have a little bit of flavor to it; different colors or something that adds contrast and aesthetic appeal.

Alignment

All of the jewelry and the heading links are center-aligned on the homepage while the heading at the top of the page is aligned left.

However, the quotes and some of the pictures on the site are aligned oddly, making the page look crooked in places. They would be really great additions to the page, but only if they are aligned properly.

Proximity

All of the jewelry is in close proximity to each other, along with the prices and other information about them. All of the headings are also close to each other in order to keep users understanding where they've gone and how to get back to the homepage.

However, although white space is wonderful, it is sometimes out of place. There are spots, like on the homepage, where white space is kind of muddled throughout the page. Adding strategic white space will prevent any users from being distracted.

If I were to mimic anything about this design, it would probably be the lists on the bottom, along with the copyright symbol. It would be really useful to users who may or may not be lost or are looking for very specific information.