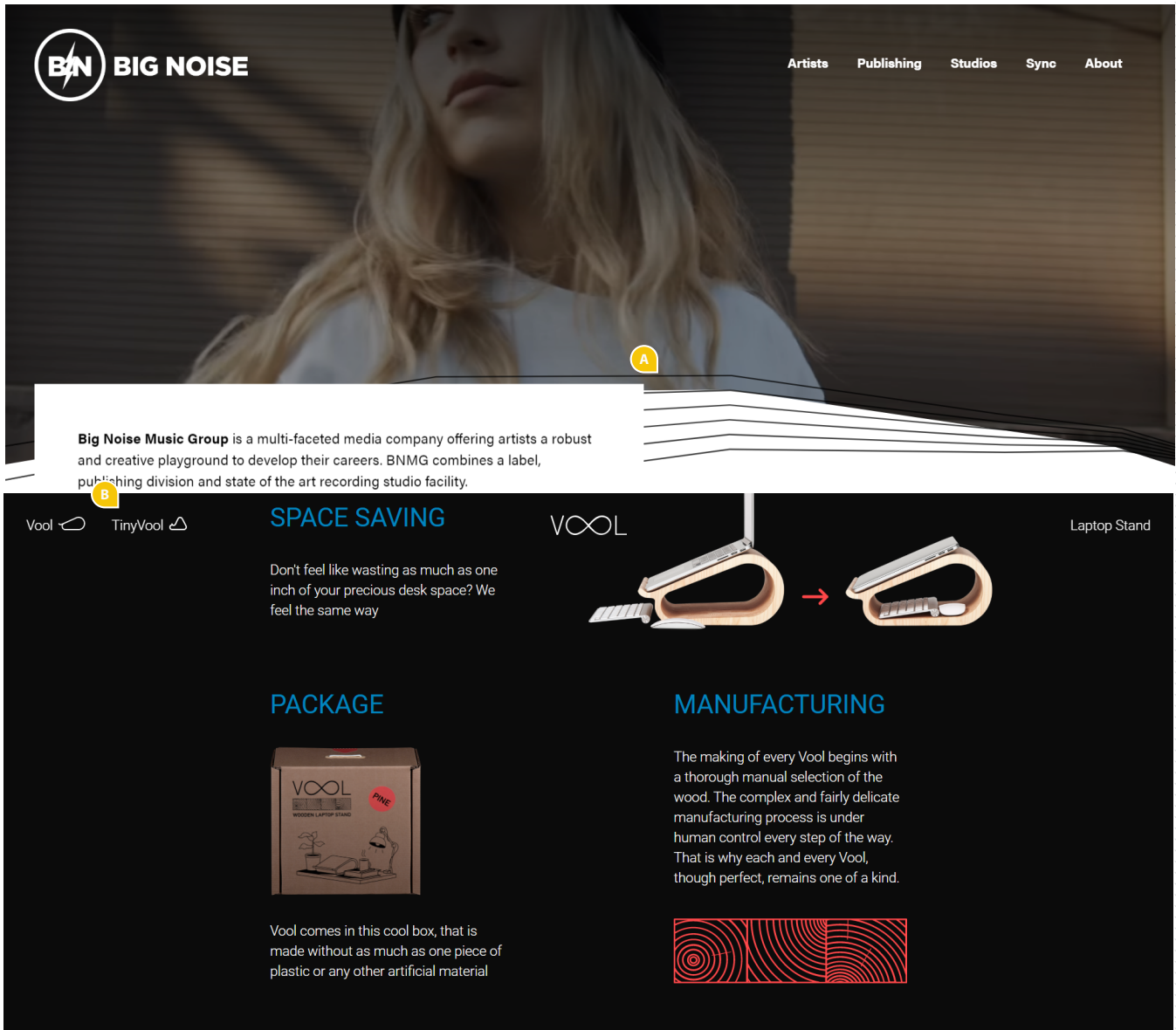


# Design Principle Sheet

## Columns and Rows

Big noise website shows beautiful use of straight lines and everything is very neat and tidy. The background itself is showing lines which make straight rows. This is great alignment. Also great alignment is the nav bar. It uses very clean rows and columns.

Vool is a great example of alignment. They have all the information on the website on two main columns and use lines that are exactly straight with main headings and pictures. When you navigate the website the nav uses columns and rows which are clean and straight.



## Alignment

The placement of elements such that edges line up along common rows and or columns or the element bodies along a common center to show organization. Lining up of elements to show togetherness in a clean row or column.

- A** One issue with the Big Noise website alignment is design elements. On the main page they have a line design from the first article/paragraph and it is off center and is very recognizable at first glance. It would be better if they brought it down a little not at the corner to avoid a visual tangent but enough to show it isn't off from the main element.
- B** Something I noticed with Vool is when you scroll down the page, the top left buttons are using a row and 2 column layout but it goes very off row due to it being static. This causes a huge eyesore when you are scrolled down and trying to look at other elements and drags attention. It would be better not static and if they wanted use just a logo to make it seem not a huge eye sore