# Design Principle Sheet

Sizing and Contrast

When it comes to size you want to use an optimal of 9-12 pt font with bigger fonts being used for low resolution displays or senior veiwers. ALso big text is also used to bring out main points and bring recogniztion. With Nike they use a good use of using small letters and using below a 9pt for captions or smaller ideas so it wont take away from the main content

With wordpress they use big letters and use fonts over a 12 but in this way they make it very proportional and use good colors to bring out the words and stand out besides using a typical black and white.

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RESUMIDO
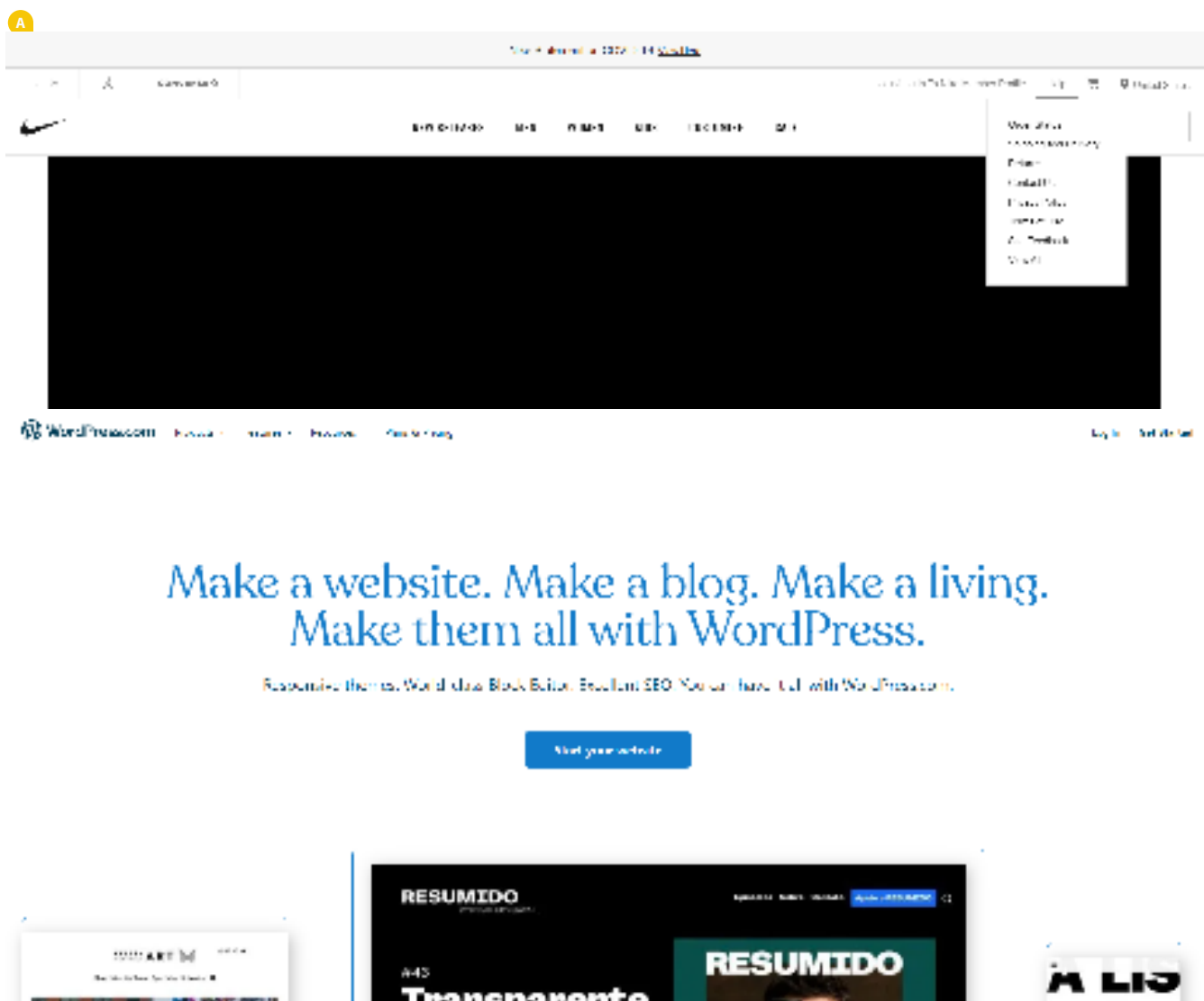
Legibility

The visual clarity and look of text, usually based on the size of typeface, contrast, blocking of text, and the spacing that is used with the characters to optimize and help with page design. The idea of the characters and fonts being easy to be read and recognized

A On Nike they use only black white and grey colors which is a good basic contrast but nothing is eyepopping. They use very small text and the text on the top bar is a very light grey and the background is white so contrast right there is bad as well as the odd spacing of characters they are put very close together.

B Wordpress uses very good contrast with their letters to the background, which in turn makes it very easy to navigate. They have good spacing with characters to make the words very easy to read. They also get straight to the point. On problem is they use very small text on the front page website examples, as well as in the bottome right hand corner of the screen having the letters A LIS literally cut off at the top but you can barely see still due to opacity. It really hurts the overall first impression of the front page. It really was an eye sore and was the second thing I noticed on the whole page

Written by: Jordan Powell

Design Principle Sheet

Aesthetic Consistency and Style

When a designer is using aesthetic consistency there are a few things they need to look for. They will want to make sure they are using consistent font, color, graphic, and the same logo for the entire brand/website. Adobe uses consistent font, graphics and logo across the entire brand.

McDonald's did very well with aesthetic consistency and style. They used the same font across the entire website. The graphics used are very similar in how they express the brand. They also did a great job on the company logo being consistent.
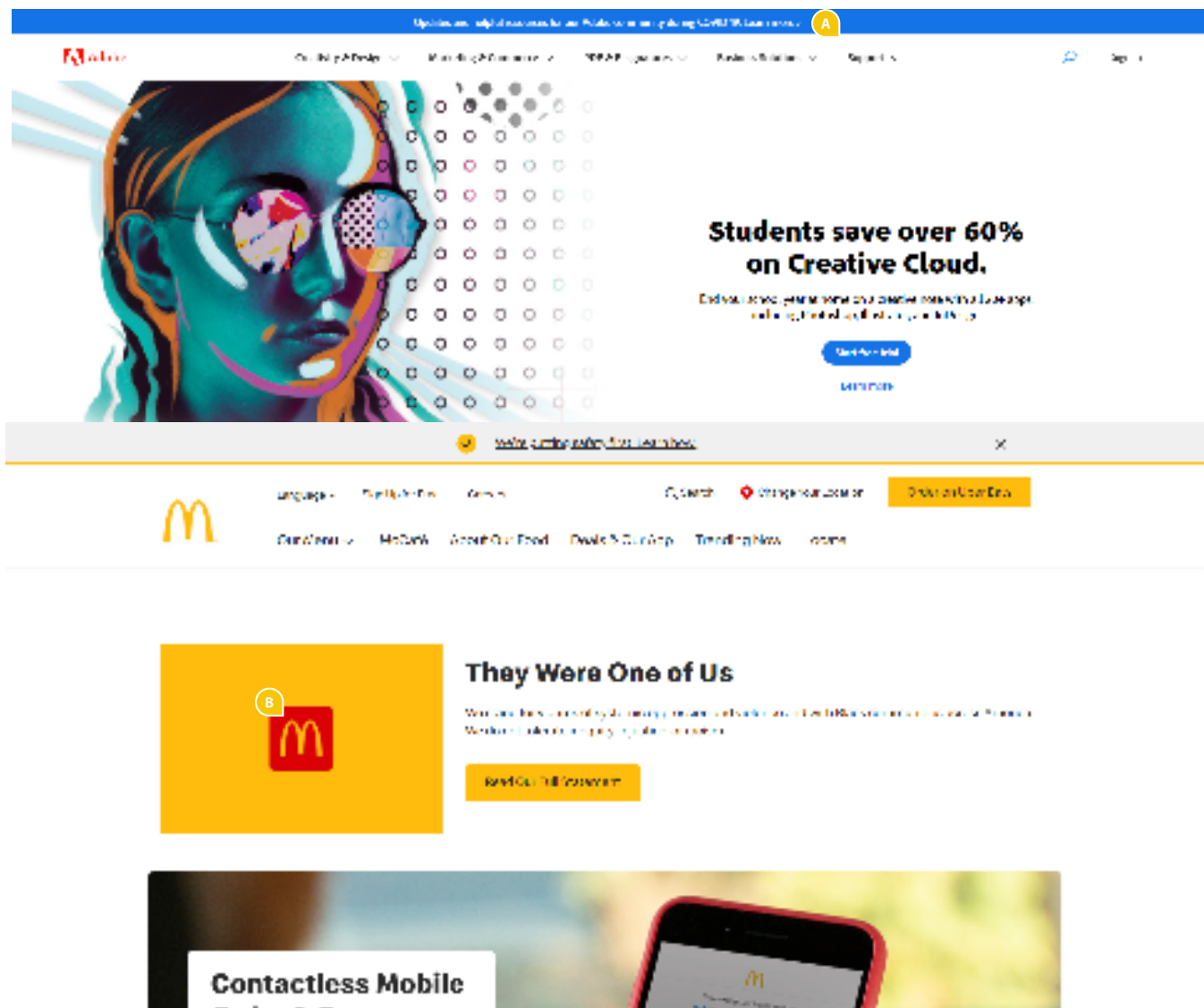
Consistency

[Definition: The usability of a system is improved when parts are used in a similar fashion to express an idea together in a similar way. Parts of the design are complimented with each other to bring across a similar and familiar look to increase relationship.

A On the other hand Adobe uses blue across the website and almost no red. The logo is made up of white and red and Adobe uses a big portion of blue. This will in turn confuse the consumer and not really make a great connection with them. Some pages on the website have red others green, blue, and so on. There is not much consistency on colors used sitewide.

B McDonald's does a great job of keeping the color consitent with its brand. The website uses a good amount yellow and red, and implements a great portion of white space. The issue with the Mcdonalds is the website uses a great color and brand is recognizable, but they don't use this color scheme across the entire brand. They have multiple logos and the lesser known brown logo they use is the main color of their stores.

Written by: Jordan Powell

Golden Ratio in Nature/Logos

With the apple logo they use the golden ratio perfectly. Notice how the base or body of the apple is the biggest part of the logo and they use they top leaf as the smallest. This is using the ratio because the designer divided the top leaf by the body of the apple and it approx is .618. If you do it in reverse you can get 1.618 as the ratio

Plant in nature use the golden ratio to. This plans shows the ratio in a spiral form. With each leaf it is getting .612 times smaller than the one closer to the outside. That is why it is so photogenic. You can also take the length of 2 leafs and compare it to 2 closer to the middle to show the golden ratio.
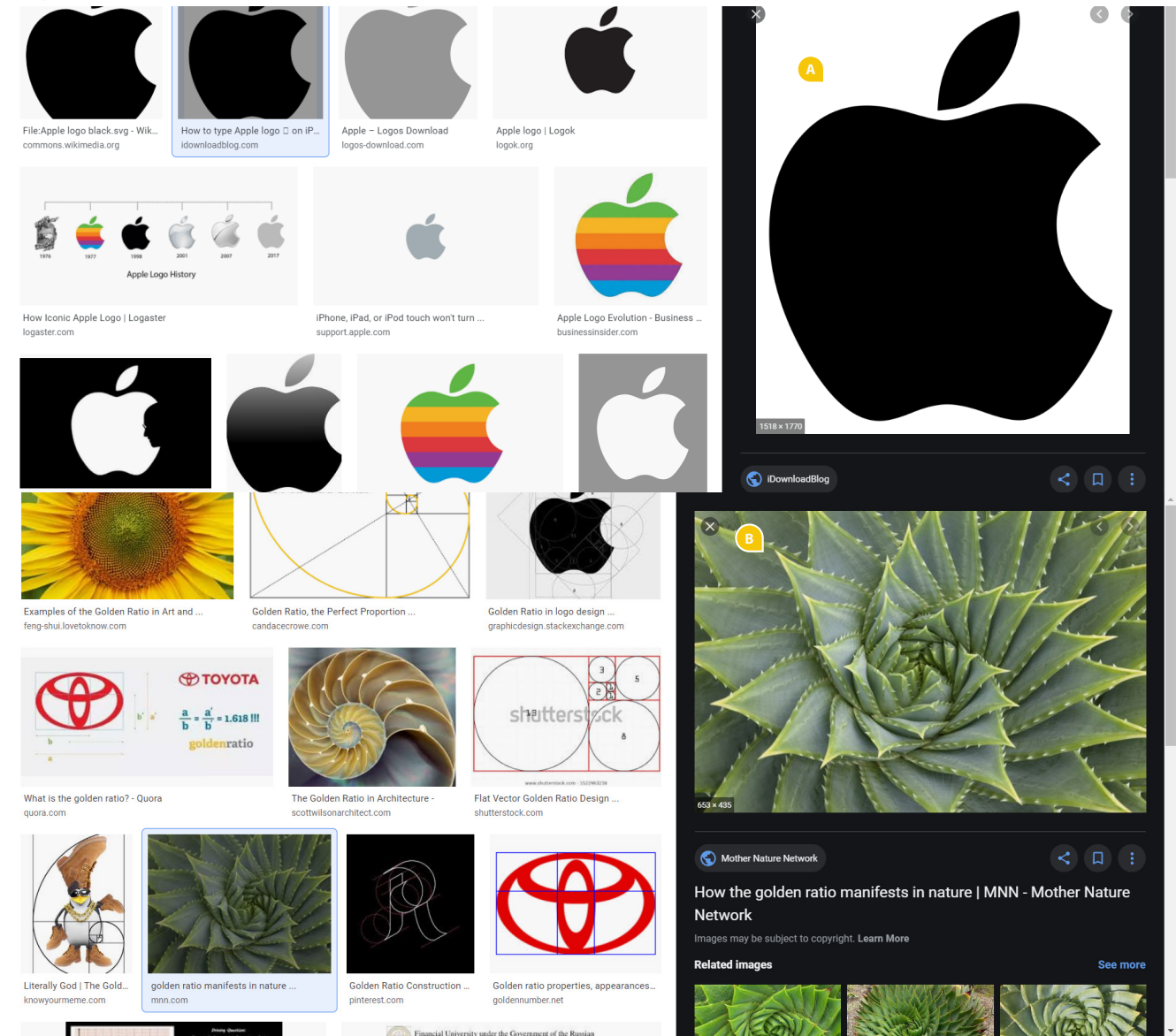
Golden Ratio

The ratio within a design element like height and width that approximate to .618. For example you use the large section divide by the longest section and it should equal .618 roughly. YOu can also add 1 to make sure shapes use the ratio this is also apart of the Golden Ratio.

A The thing that is tough with logos is they can change ratio if they are not vector. This apple logo image itself changed the dimensions to not have use of the golden ratio. This particular image actually has the ratio at about .85 and not the .618. This is because the person with this picture stretched out the apple logo.

B This plant itself does show the ratio but with nature you can never have this consistent ratio in all living things. With trees that grow natural without human interference usually don't have the golden ratio. Different species have different ratios due to adaptations and other variables. Small plants like the one shown usually are better with a ratio close to .618 but pretty much anything else will be a little to very off.

Written by: Jordan Powell

Design Principle Sheet

Connected and Grouped

Speedtest.net uses a speedometer as the way of showing internet speed. The use of the smooth curved line with the dial and numbers make it seem as it is one object when it is really made up of different elements which is a great use of continuation and grouping. They even use a color gradient as the speed goes up to a brighter color to connect the speed more visually.

Trivago does a great job of grouping the hotel to the price and name and showing it has multiple companies. It also does a great job of showing those companies have different prices.
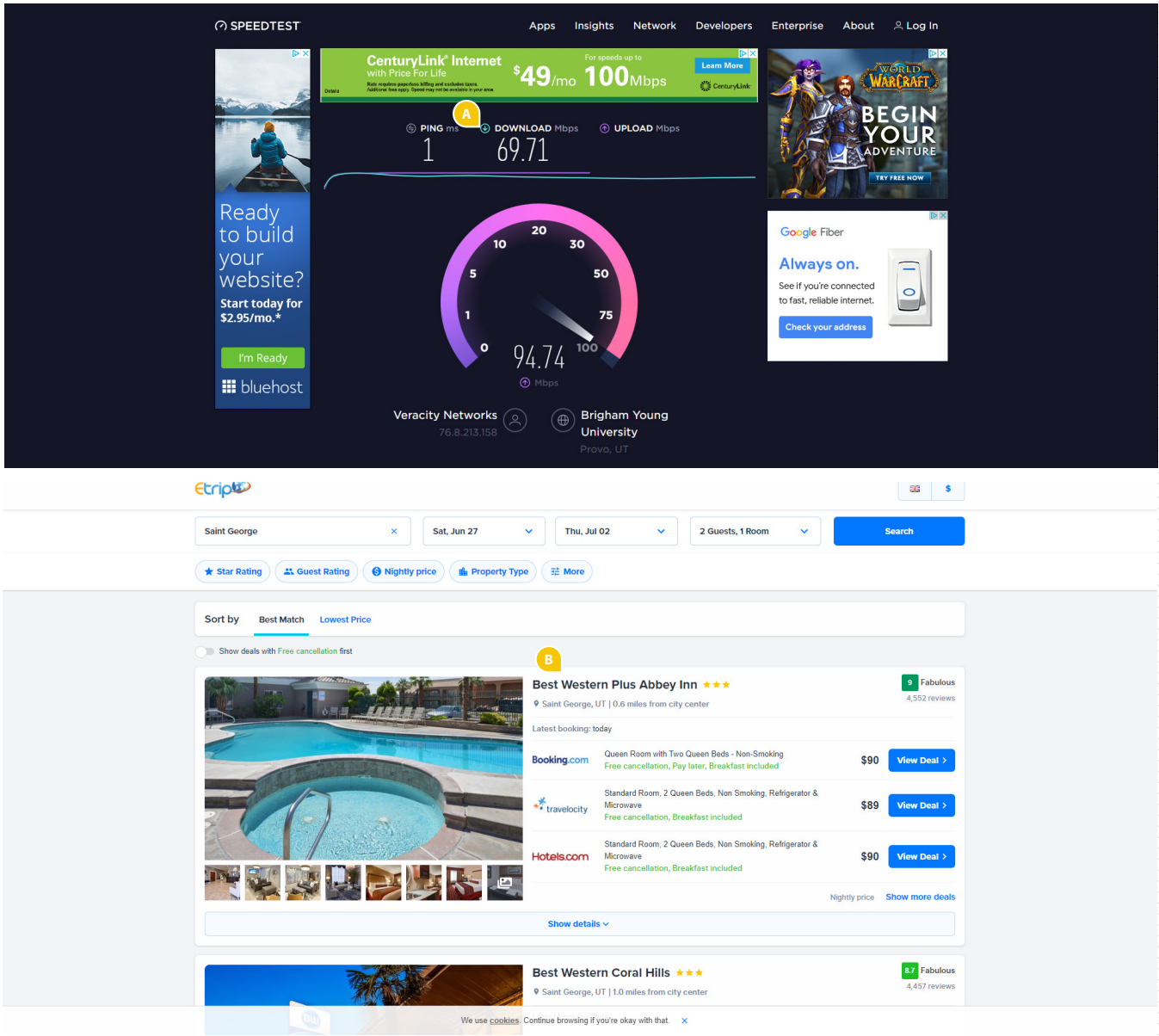
Continuation

Elements that are arranged into a straight line or a smooth curved to percive as a group and are interpreted to being related together from the other elements on the page. The elements are showing a type of connectedness to bring one bigger idea or picture.

A One thing wrong with Speedtest is the results from previous tests it shows up underneath the status but it doesn't really connect together. It is difficult for some people to correlate the result with the test that was taken. They don't even use a color to connect it except for the lines.

B There is not really anything you can say wrong with trivago except maybe a use of color to show connectedness. When they yse the green with a blue logo next to it, and the logo below happens to be green it can get confusing. Other than that Trivago has one of the best continuation/grouping I have ever seen.

Written by: Jordan Powell

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.
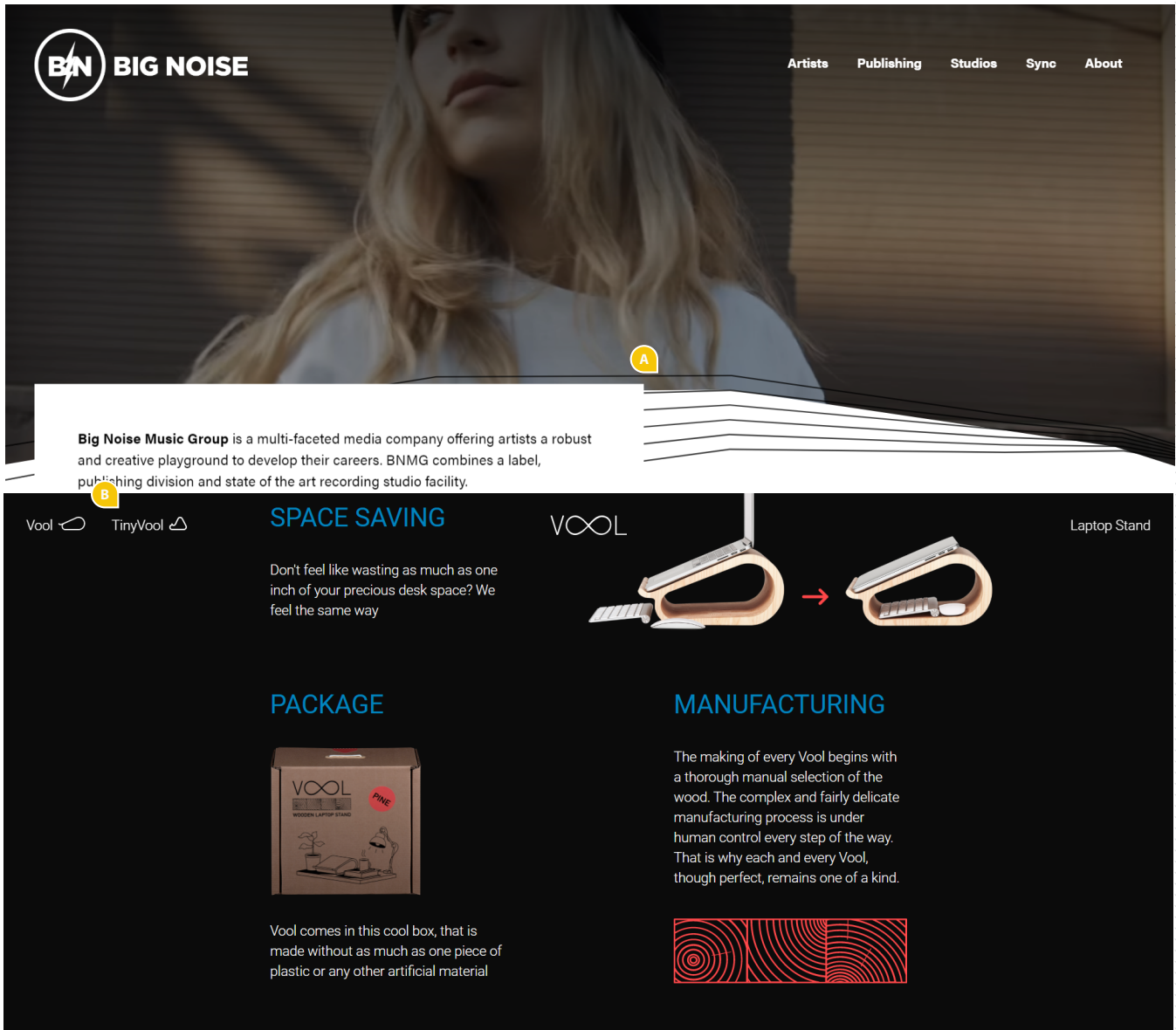
Alignment

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

Written by: Jordan Powell

Design Principle Sheet

The Big Picture

Hasbro really uses great picture superiority with their website. They made sure the name of the product is actually on the product. The picture of the product is the main point on the screen for each brand and still gives people who remember words a way better chance of remembering everything. They will most likley remember the product.

Lego uses pictures for literally the entire site besides the nav bar. This is great use of picture superiority for their targer audience of kids. Easy to naviagate to where the kids want to go and remember the products.
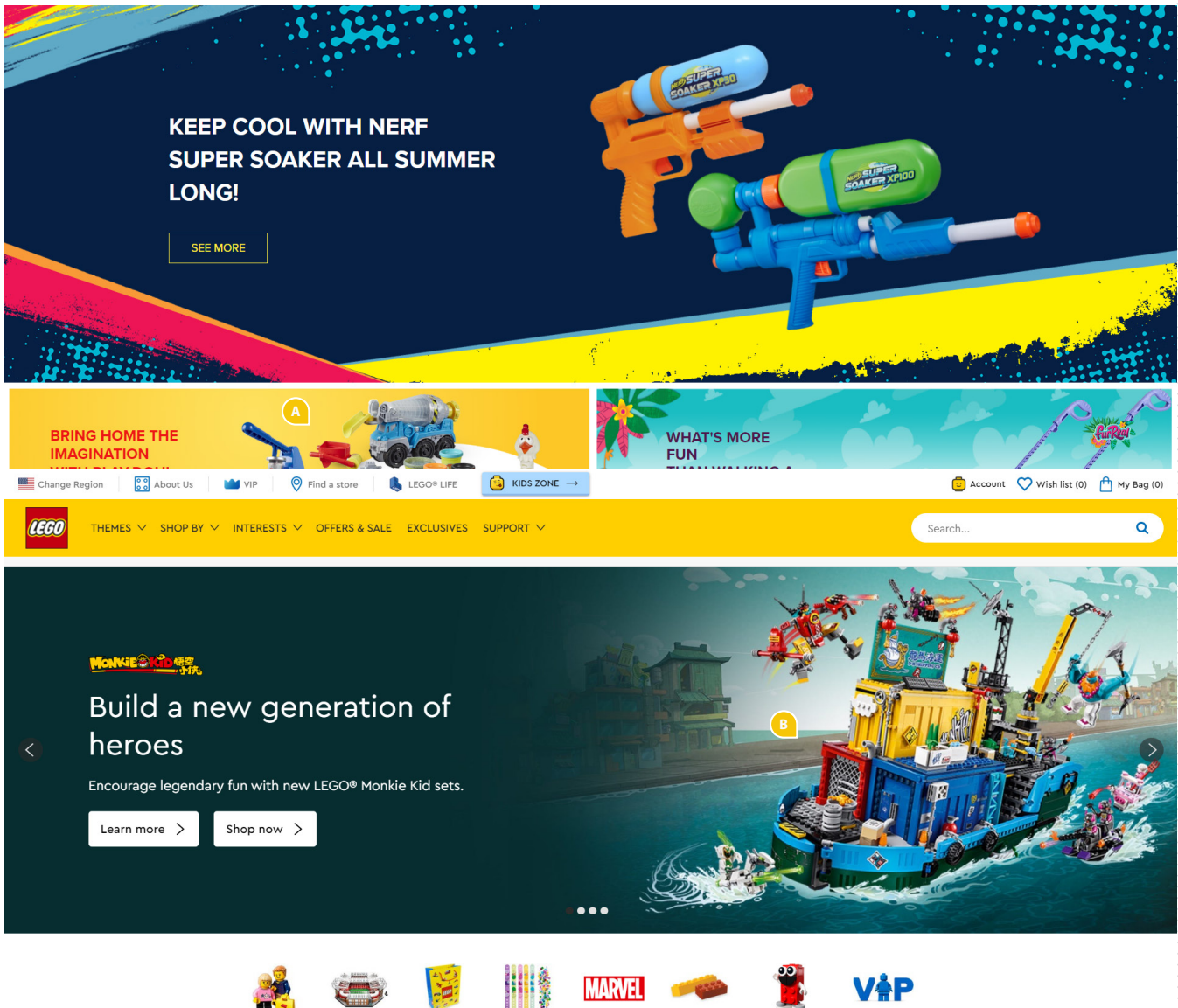
Picture Superiority

The idea that a picture will make a user remember key information from a picture, instead of remebering the words. A picture is worth a thousand words.

A Hasbro is still using the good picture superiority but when it scomes to the playdough section there are too many pictures cluttering the area. NObody will be able to remember the product as easily due to all the distractions right next to each product. It would be better more placed out and less of them.

B Lego uses a huge picture but within that picture it actually is multiple different products and you can not even distinguish which product comes with what. Kids would look at that and see one part they wan't but then they can't find it because it is in its own bundle with different products and would decrease the likelihood of a sale.

Written by: Jordan Powell