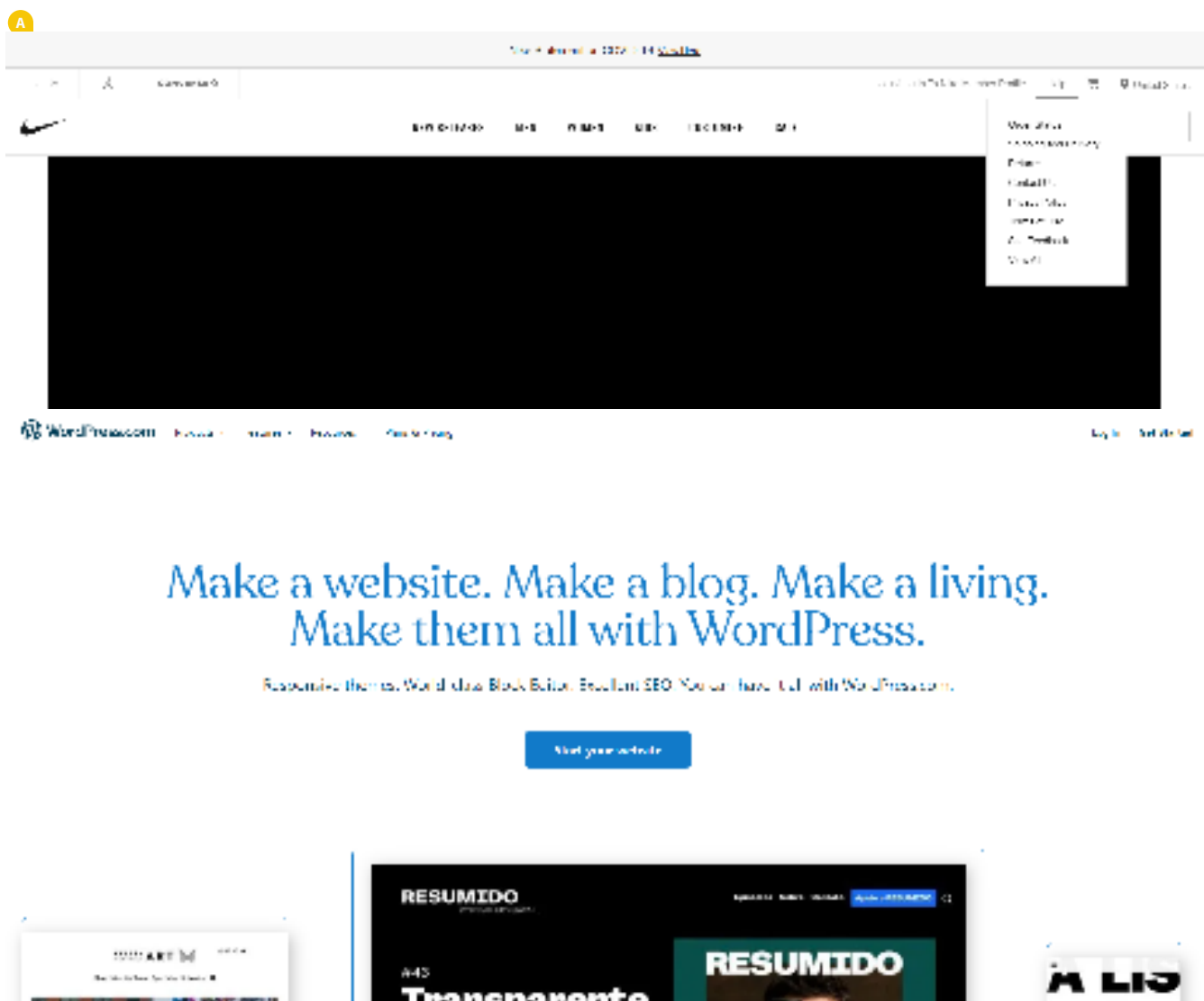


# Design Principle Sheet

## 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 recognition. 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.



## 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

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