

Principles of Design

TC 349 - Michigan State University

Bryan Kars

Affordance

Chunking

Modularity

Rule of Thirds

Signal-to-Noise Ratio

I was asked to pick 5 Principles and find a website/section of a website that it best represents it. I chose the website twitter because of its iconic simplitic style. Twitter is used as an example of a clean well designed website over and over again. They really have simplistic functional design nailed down and continue to improve on it all of the time.

Affordance

Twitter utilizes Affordance at the professional level. Their use of buttons and colors helps the user know exactly what is clickable and even gives them a good idea of what it will do without words. The level of thought and detail in the buttons and placement is an industry standard and part of the reason services like twitterbootstrap is so big.

The image shows a screenshot of the Twitter mobile application. On the left, there's a vertical sidebar with a large red and white graphic of the number '1'. Below it is a blue button labeled 'View photo'. At the top of the screen is a search bar with the placeholder 'Search Twitter' and a magnifying glass icon. To the right of the search bar is a user profile icon of a person in a mask. Further right is a teal-colored 'Tweet' button with a white feather icon. The main content area has a black header with a repeating dot pattern. It displays a section titled 'Who to follow' with a 'Refresh' link and a 'View all' link. Below this, five user profiles are listed, each with a small profile picture, the username, the handle (@username), and a 'Follow' button. The users listed are: AMDGaming (@AMDGaming), EA_DICE (@EA_DICE), Andrew Kiel (@AndrewKiel2), Destructoid (@destructoid), and Office (@Office). Each 'Follow' button contains a small blue icon of a person with a plus sign.

Who to follow · Refresh · View all

AMDGaming @AMDGaming X

Follow

EA_DICE @EA_DICE X

Followed by Bungie and oth...

Follow

Andrew Kiel @AndrewKiel2 X

Followed by kenny price and...

Follow

Destructoid @destructoid X

Followed by Origin and others

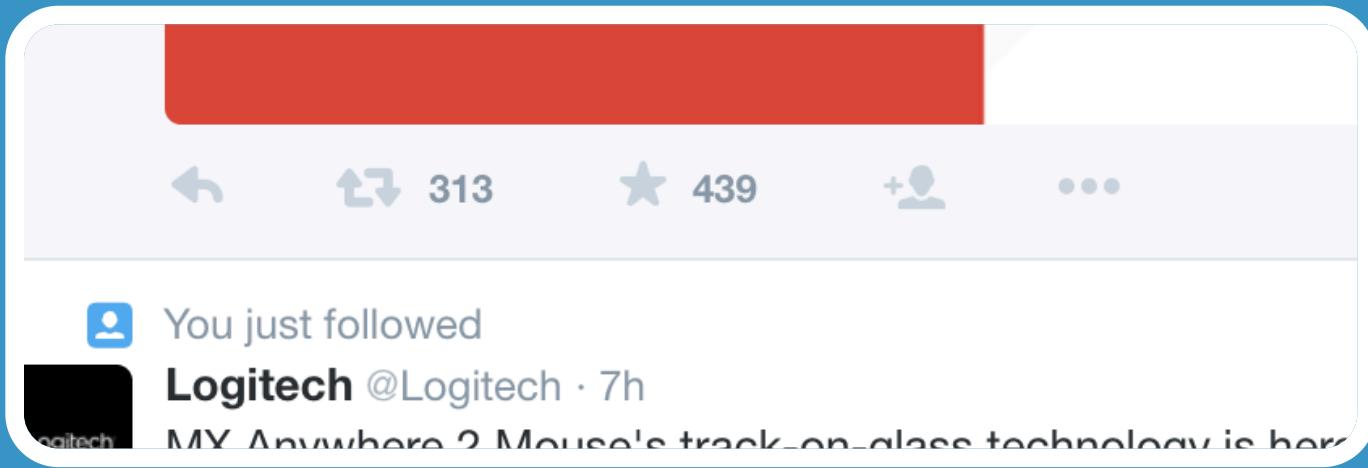
Follow

Office @Office X

Follow

Find people you know

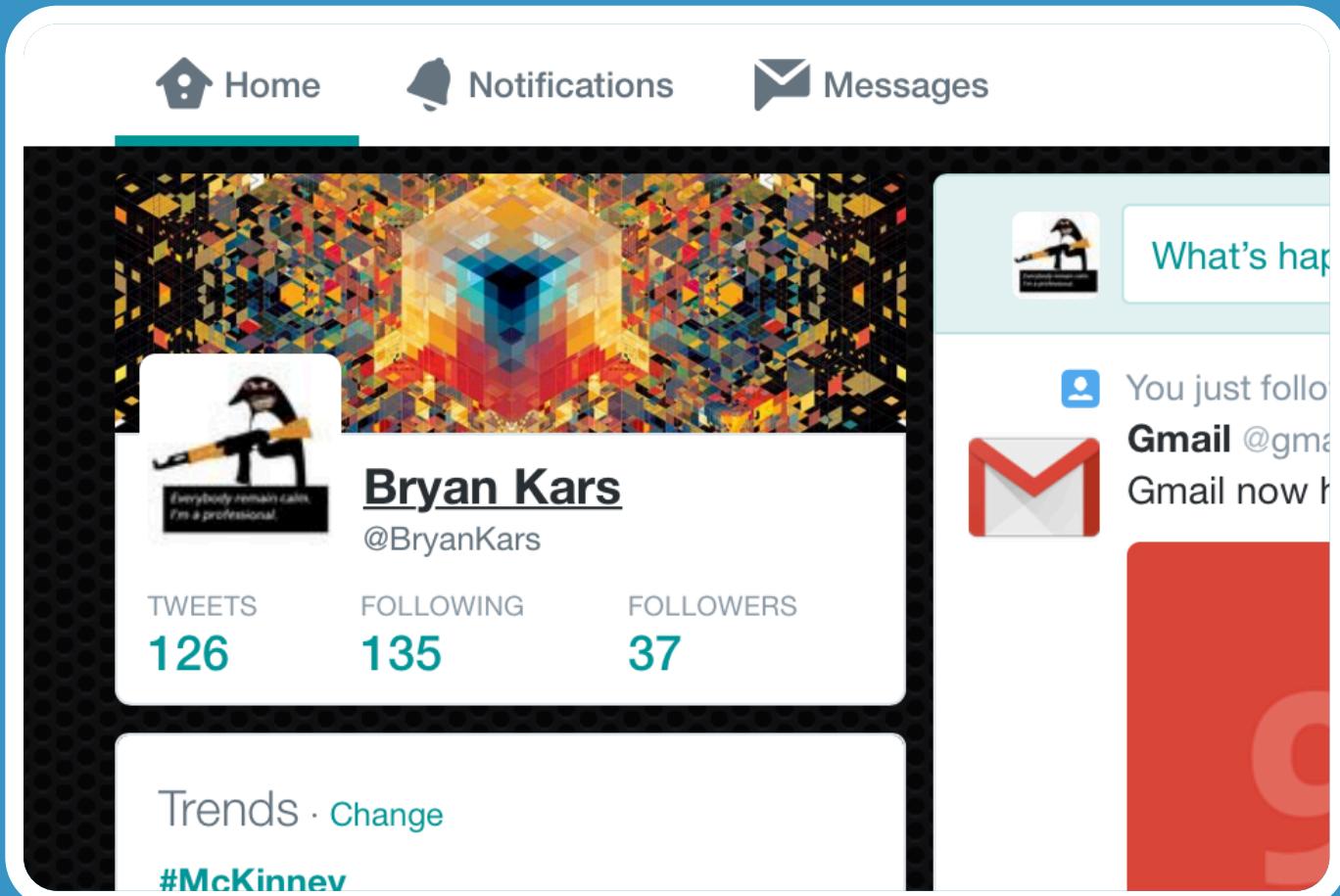
The tweet button is a perfect example of affordance. The contrasted color makes it look clickable and the use of a symbol like a check box tricks the mind into wanting to click it. It is also contrasted in teh corner by itself. The follow buttons are large and attractive and also contrast and stick out bringing in the viewers attention.



The reply, retweet, and favorite buttons here are small and discrete but also obvious in their function and attractive. Acting as another perfect example of Affordance.

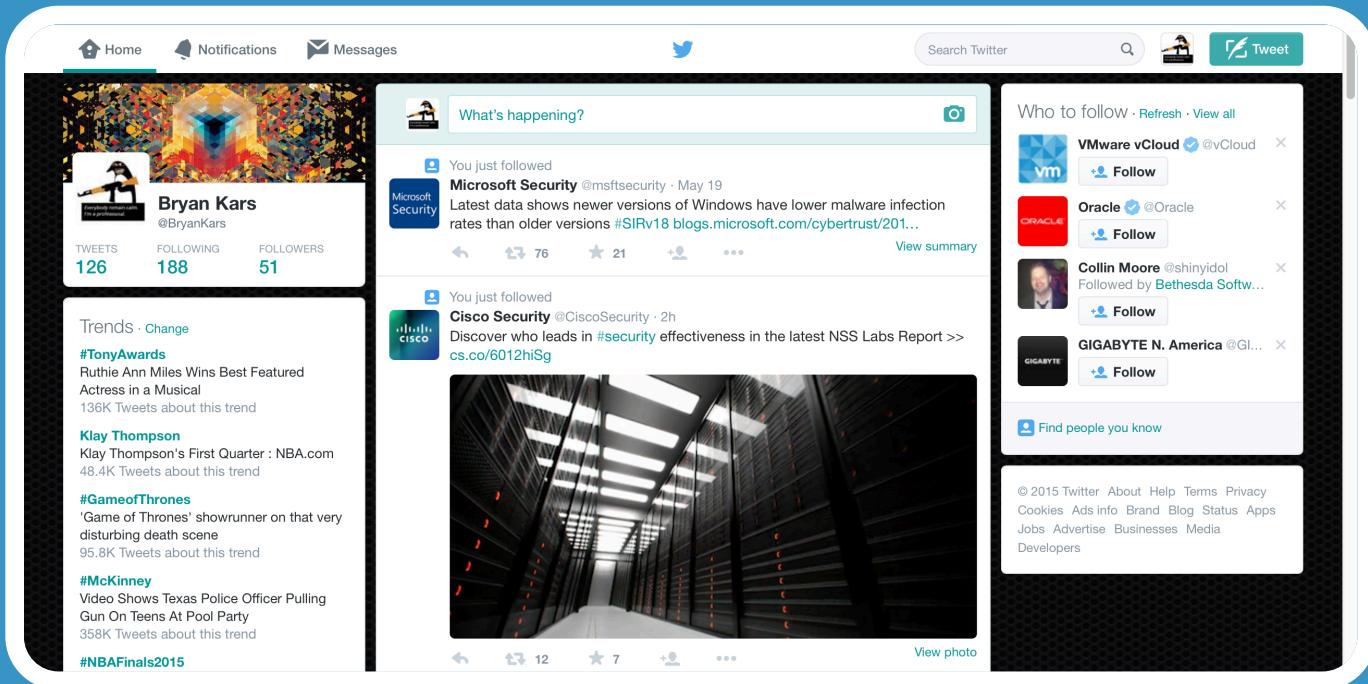
Chunking

Twitter also utilizes chunking in a professional manner. The Home, Notifications, and Messages buttons are all important sections and located near each other but easily found. Important information and data about the user's profile is also displayed nearby and the Tweets, Following, and Followers are displayed in a logical location easily spotted by the user.



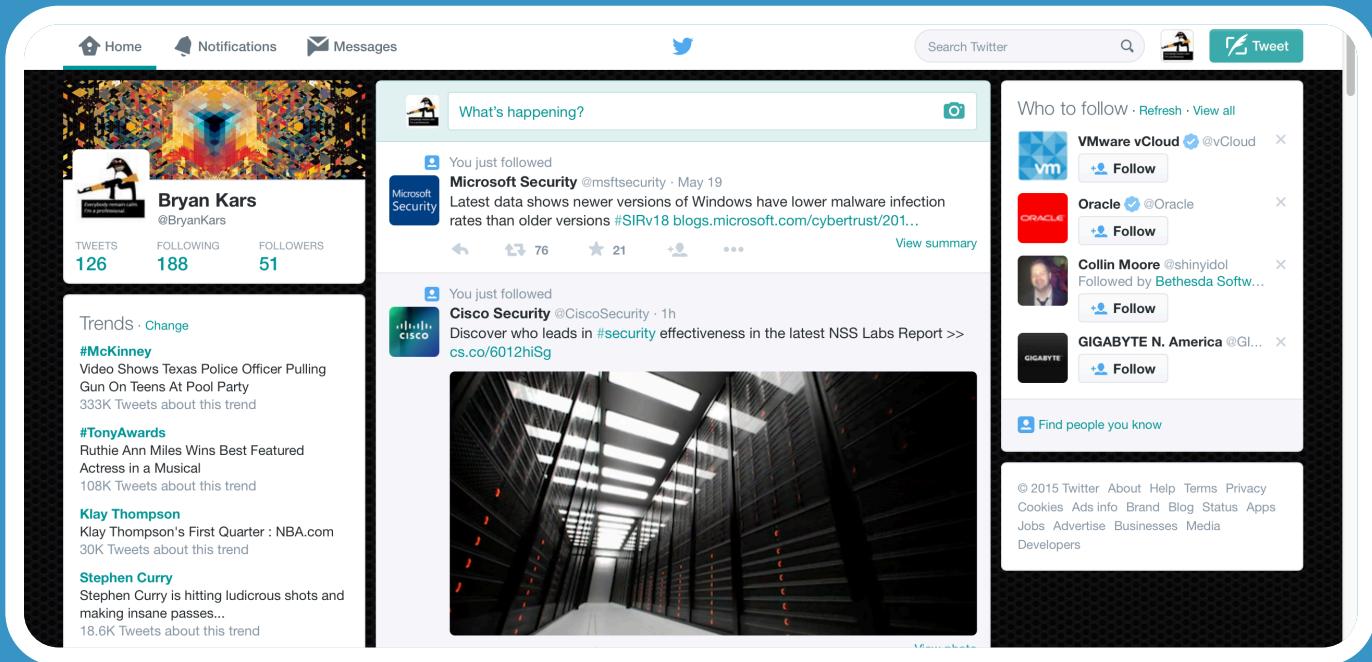
Modularity

All of the parts of Twitter are sectioned off and appear modular. Small boxes and elements are broken apart visually and through code also. Twitter Bootstrap is based off of twitter and allows users to combine modules they need to create custom solutions.



Rule of Thirds

Twitter's use of the rule of thirds could not be more apparent. If you look at my screenshot you can see it is broken down into 3 distinct thirds with different uses. On the left third is personal info or information that has to do with you or trends you may like. The center is the tweets of people you follow, and the right third is who you should follow or info about the website. It breaks twitter up and makes it look very aesthetically pleasing.



Signal-to-Noise Ratio

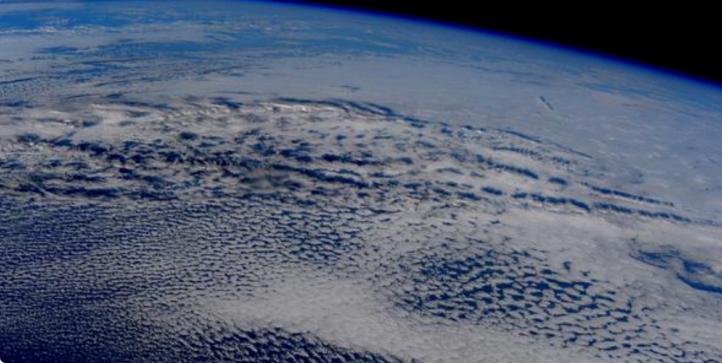
Twitter pretty much perfects the idea of Signal to Noise ratio. At the top of the webpage it displays specific important account info you may need. But then it cuts the bs as you scroll down and literally only shows you the posts of people and companies you are following. No noise, no ads, no BS.

[View photo](#)

 **Marissa** @muhrizzuhow3n · 20m
Aaron to siri: "can you die from pooping?"

[View photo](#)

 **NASA retweeted**
Sam Cristoforetti @AstroSamantha · 27m
Good night from [#space](#). Buona notte dallo spazio.



[View photo](#)

 **Joedat Esfahani** @VoyboyLoL · 26m
Eyyy. My team just won the Blizzard Heroes Streamer Invitational tournament!
Was fun haha~ Thanks for the invite [@BlizzHeroes](#) [@Twitch](#)

 **WOOD TV8** @WOODTV · 26m