1. What are the most important bits of information in your information hierarchy? How does it connect to the message? What conceptual tools (grouping, layout, position, size, whitespace, contrast, color, images) did you use to implement that intention in your design?

For both versions of the page, the most important information is the title - "Moving Sale" and the contact information for Darryl. I placed this information at the very top of the page to display it better. In addition, I made the title very large and prominent. I used large contrast between the dark background and the white text to draw attention to the text, and capitalized the title to make the reader's eye slow down when reading it. There is some whitespace above the title to emphasize its importance. I also placed Darryl's contact information on a separate line in order to group related information.

In addition to the title and contact info, the most important elements are the items to be sold. In the first version of the page emphasizing the most expensive items, these are more important than the other items. In this version, I made these items a larger size and placed them at the top in order to emphasize their importance. For each element, I used an image to introduce a conceptual group for the eye to see. For each item, the most important information is the price. I used a red textbox in order to draw attention to this. I viewed the actual name and description of the item as less important, so in order to save space, I created a hover-over effect to view this information in order to save room on the page for the more important information.

2. In what order to do you intend the reader to see the most important bits? Why? What conceptual tools (grouping, layout, position, size, whitespace, contrast, color, images) did you use to implement that intention in your design?

In both versions of the page, I intend for the reader to see the title first, then Darryl's contact information, then the items. I used location to do this, placing this information at the very top of the page. In addition, I used grouping to separate the title and contact information into different conceptual groups. The size is also important, as the title and contact info take up the most size on the page. The high contrast between the text and the background draws the eye to it first.

After this, I wanted the reader to see the individual elements on the page. In the version of the page emphasizing the most expensive items, I made these items first to be seen by location, since they are located above the other items. In addition, they have a larger size, so are more easily seen. I used high contrast between the red price tag and the black background to draw further attention to it. Compared to the smaller items, which use a blue price tag, the red tag is more eye catching. Finally, the image itself also draws attention to these items.

I wanted the reader to see the price tag and the image before the rest of the information, because this price is most important to a potential buyer, and they would like to see a picture of what they're buying. As mentioned before, the price tag has an attention grabbing color in red. The image itself draws attention because it is an image. I intend for the reader to see the actual name and description of the item last, since they are less important, so I made them not immediately visible on the page, but rather viewable through hovering the mouse.

3. What is one major way you used color in your design?

For the version of the site emphasizing all items equally, I used color when I made the price tags for each item red. Red contrasts well with the images and the background, so makes the price pop out. It's used often in retail to draw attention to itself and is associated with discounts, making people want to spend money.

In the version of the site where I had to emphasize the more expensive items, I used color to draw distinction between the different price tags, and used red as a more eye catching and bright color to advertise the items that were the most important to sell, and blue as a less important, but still contrasting color.

4. What is one major way you used typography in your design?

I capitalized the title "Moving Sale" in order to draw attention to it. In addition, I picked a font - "Impact" which was sans-serif, which is easy to read and evokes the feeling of old-school advertisements, which encourages people to buy things. The description text for each item is left as the default "Arial" font, which is also sans-serif, but I believe that this font is different enough from "Impact" to avoid creating a conflicting font combination.

For the version of the site where I emphasized the more expensive items, I used a larger font on the prices on these items to emphasize them. Since I did not display any text on the page other than these items, there was no other way for me to draw attention these items using typography than to increase this font size.

5. What is one major way you used gestalt in your design?

In the version of the page where I emphasized the most important items, I used size and color to group together the most expensive items following the principles of gestalt. Since these items are all the same size and their price tags are the same color, in addition to being in the same row, they are grouped together visually to the reader.

For the version of the page where all items are equally emphasized, I used similar principles to group together all the items into one larger pattern. All elements are roughly the same visually, and their proximity with each other means that they are grouped together in the reader's mind.