HW: Design Principles Analysis (CRAP)

Your Name: Click or tap here to enter text.

# Overview

So, you've been web surfing for quite some time now, and you've undoubtedly found some pages that you like and others that you don't like. Sometimes, it's not so easy to really explain why. You now have a new vocabulary with which to describe your thoughts on the matter.

# Part 1: Community Design Critique

1. Randomly select one of these four local business and visit it using the browser of your choice.

**Quick way to get a random number:** [**https://rolladie.net/roll-a-d4-die**](https://rolladie.net/roll-a-d4-die)

**1:** [***http://www.millenniumgames.com/***](http://www.millenniumgames.com/)

**2:** [**http://www.justgamesrochester.com/**](http://www.justgamesrochester.com/)

**3:** [**http://www.boldo.com/**](http://www.boldo.com/)

**4:** [**http://www.danscraftsandthings.com/**](http://www.danscraftsandthings.com/)

1. Examine the site… at least the first page and a couple of links to sub-pages (pages that are part of the same site).
2. Summarize your opinions and why you came to them here:
   1. Alignment:

The alignment of the content on the main page and some of the other pages is off. The main content that contains the articles and other notable body content is not centered and makes it feel like something is missing in the right gutter of the page. The small navigation bar in the top right also follows those same margins. It makes it difficult to distinguish from other generic banner content.

* 1. Proximity:

The proximity of content appears to be mostly on target. For example, it is clear what titles go with what product and which buy now button is associated with the product under the various shopping pages. Apart from shopping pages, on the home page, they also do an excellent job divvying up the content into their boxes to clarify that they are not all associated.

* 1. Repetition:

In terms of repetition, the website does a pretty good job of maintaining a consistent layout. Many pages use the same layout, which ultimately causes the user to “learn” the content once. Once the user understands the layout, the website becomes more comfortable to traverse. It is also apparent when something is a similar element as they use the same styles through repetition.

* 1. Contrast:

The site’s contrast is adequate overall. The colors and tones work effectively to make the main content stand out, allowing the user’s eyes to flow naturally. In terms of shapes, the site does not maintain a strong contrast as most shapes are square or rectangular, where the only variance in shape is the logo, which is a circle. The direction of the content in the site reaffirms the site’s contrast evaluation as it flows naturally.

* 1. Use of color

Related to contrast, the use of color is consistent. The green content is outlining important information or content that the site designer wants the user to see. The design also relies on images and those colors to draw the user’s attention to content.

* 1. Use of typography

The goal of the typography of the site is noble; however, the execution is not perfect. The site uses different font-families for the headers and body content. Overall, doing so is good practice to draw a difference between the content. Unfortunately, the font used for the headers is not ideal. It feels too clunky, especially in comparison to the body fonts.

1. Now go into Slack, into the **#exercise-designprinciples** channel, and tell the class your opinions on the design of **your particular site**.(HINT: You just wrote them in step 3). Each person should post your thoughts individually (start a new thread).
   * + Please Post this within the first 24 hours after your in-person lab session is over. If you are online or flexing, post it by Wednesday, October 7th at 11:59pm
2. After you post your review (you may need to come back to this step later), read the other student comments about this particular site. Choose one other student review and summarize below:
   1. Author of message you’re summarizing: Arthur Tisseront (axt6773)
   2. Alignment:

The site is aligned consistently for the most part. The central column is adequate, although the navigation bar is odd as it only fills about ¼ of the page’s width.

* 1. Proximity:

The page requires much scrolling, but it is good that important content such as navigation is available in the initial viewing.

* 1. Repetition:

Although some ratios and sizes are not precisely the same, the design is consistent but similar enough not to take away from the design.

* 1. Contrast:

Black text on a white background is useful, although the green highlight color can be harsh when paired with it.

* 1. Use of color

The color scheme is simple but also harsh.

* 1. Use of typography

The typography is easy to read and consistent. It is responsive and sizes well when the browser resizes.

1. Do you agree or disagree with this person about the design elements of the page in question (Why?)

In terms of alignment, we shared similar views on the navigation bar; however, I do not think the column's alignment is ideal since it is not perfectly centered. As for proximity, I am not sure that we approached answering the question the same way, but I think we shared a similar view in that some content is close enough for the user to access it effectively. I agree with what he stated for repetition but disagreed with the opinion in color and contrast. I did not think that the green was too harsh, but rather an excellent way to draw the user's attention. I overall agreed with his typography inspection, but I thought there should be a better header font.

1. Reply to their post (politely) to discuss your agreements and disagreements.

(we will look for your participation in the Slack channel for part of your credit for this exercise)

# Part 2: Individual Design Evaluations

Pick a web site ***you don’t like*** (in terms of design), and a web site you ***do***, and describe/critique each using the forms below. If you are having trouble finding a bad site, try using a random link generator such as: <http://www.uroulette.com/>

Scroll down to find the forms.

|  |  |
| --- | --- |
| **Bad Site URL: https://www.risc.cnrs.fr/** | |
| **Alignment:** | *How many different styles of alignment can you see on this page? Describe them:*  I can see roughly two styles of alignment on the front page. The margins help align everything centrally. The main content, which I think is navigation, has a strange alignment into what appears to be four columns and two rows. However, the picture's height determines the row's heights.  *Where is the strongest alignment line on this page? Why?*  The strongest alignment on the page is the margin lines, as it helps center the content. |
| **Proximity:** | *Identify two elements of this site that, due to their proximity, appear to have a relationship.*  Three elements that are near to each other are the images in the footer. They are so close that I did not realize they were different organization links until mousing over them. I would assume that they relate in some significant way due to the proximity.  *Identify information at this site that "hangs" alone.*  In the footer, the links are so far apart that they appear to hang alone and do not relate to each other apart from having the same background. |
| **Repetition:** | *Does the repetition on this page draw attention to anything particular? What?*  I am not sure that the page has enough repetition to say that it is trying to draw attention to anything.  *Describe the repetitive element(s) used to the best advantage on this site.*  There are no genuinely repetitive elements in the site except for the first page. It splits up the navigation in the main content area with red lines and red text. |
| **Contrast:** | *Identify the strongest area of contrast at this site.*  The strongest area of contrast in the site is the white main content sections over the grey background.  *Are there areas of this site that seem "muddy" or run together because of a lack of contrast? What are they?*  If you go to the "Agendas" section, it reads like an article. It does not contrast any one section of it, apart from throwing some small, what appears to be <hr> lines, and bold text. |
| **Color & Type:** | *Does the use of color and type on this page enhance or detract from the content? How?*  The lack of use of color does not help with anything. Grey text on a white background over a grey background does not stand out. Also, every <a> tag is red, and many links are using this red color. Overall, the font is okay, but it is tough to judge since the sections are not clear. |

**Additional Notes:**

Click or tap here to enter text.

|  |  |
| --- | --- |
| **Good Site URL: https://crident.com/** | |
| **Alignment:** | *How many different styles of alignment can you see on this page? Describe them:*  I can see roughly three styles of alignment on the page. Most of the content is within the two margins on the left and right. Some sections split the website up by having the background color for the section extend across the whole page. Finally, the review section does not fill up to the margins, but the margins appear to be slightly larger.  *Where is the strongest alignment line on this page? Why?*  The strongest alignment line on the page is the two margin lines on the left and right because they center the content. |
| **Proximity:** | *Identify two elements of this site that, due to their proximity, appear to have a relationship.*  In the "Real Features" section, there is a navigation bar on the left with the proximity that makes the navigation appear to have a relationship with the section.  *Identify information at this site that "hangs" alone.*  There is no information that really "hangs" alone. However, the review section header does not have super proximity to the reviews, but closer proximity to the "Any Questions" section. |
| **Repetition:** | *Does the repetition on this page draw attention to anything particular? What?*  The repetition draws attention to the site's services by clarifying that the services are different by providing a clear split with the repetition.  *Describe the repetitive element(s) used to the best advantage on this site.*  The repetitive elements are the sections of content with no background colors followed by a section with a background color, and alternating until the end of the page. |
| **Contrast:** | *Identify the strongest area of contrast at this site.*  The strongest area of contrast is the game servers' section. They draw focus to them with pictures, a different colored text to showcase prices, and a couple of key features with bold content.  *Are there areas of this site that seem "muddy" or run together because of a lack of contrast? What are they?*  There are no sections of the site that I have found that are “muddy.” |
| **Color & Type:** | *Does the use of color and type on this page enhance or detract from the content? How?*  The use of color enhances the content. It is accessible to the eye and clear what content is highlighted or essential by having the red color over a mostly neutral site. |

**Additional Notes:**

Click or tap here to enter text.

# Part 3: Personal Design Consideration

Take a moment to go back and look at your “235 Home Page”

Use your newly critical eye and tell us, in terms of Contrast, Repetition, Alignment, and Proximity how your early page stacks up to the principles of good design:

Overall, I feel like my 235 Home Page stacks up well in Contrast, Repetition, Alignment, and Proximity. My contrast works well with colors, tone, and direction, especially. Some of my shapes draw attention too, although it could be slightly better. The repetition is excellent within the sections and makes it easy to traverse. The alignment works to keep the main content centered and draws the eye to these central alignments within the sections. In terms of proximity, the related material is within the related sections to show the relationships.

In light of these observations and considering your new ability to adjust and control the layout through better CSS styling and layout methods, etc -- what improvements *would* you make if you had plenty of time (which we realize you probably don’t at the moment).

I would try to work on working in more shapes to draw attention to different sections.

When you're all done, post this completed file, renamed **HW-DESIGN-YOURNAME.docx**, to the appropriate Assignment Dropbox by the due date in myCourses.

Got it!