HW: Design Principles Analysis (CRAP)

Your Name: Lucas Mendrick

# 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:** [**https://www.mainstreetmercantile.com/**](https://www.mainstreetmercantile.com/)

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

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

**4:** [**https://www.parkleigh.com/**](https://www.parkleigh.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:

Alignment is mostly cohesive, however content such as the “Established 1983” content box as well as the address/phone number feels somewhat disconnected. These elements might look better as a footer.

* 1. Proximity:

The proximity on this site is a bit too…proximal. All of the elements are in close proximity to one another, which makes the design feel crowded and leaves a lot of blank space.

* 1. Repetition:

There is not a lot of repetition present on this site. Most of the typography are different fonts and sizes. There are rounded boxes utilized to highlight some content, but it is strange that this is present for the navigation menu while simultaneously being used for some other unrelated content.

* 1. Contrast:

Contrast is used effectively for this site. The navigation menu stands out from the rest of the page due to contrasting font and color. The rounded boxes also provide some contrast and highlight certain content across the site.

* 1. Use of color

The use of color provides contrast as mentioned in the previous section. However, the colors don’t really complement each other. For example, the bright green background stands out way too much compared to the rest of the page.

* 1. Use of typography

There are a variety of typography styles used which contributes to the contrast, however, like the use of color, the styles do not complement each other and appear disconnected from a design standpoint.

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 Friday of the current week.
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: Presley Smith
   2. Alignment:

Mostly center aligned

* 1. Proximity:

Balanced proximity

* 1. Repetition:

Effective repetition in the navbar and buttons

* 1. Contrast:

Not much color contrast

* 1. Use of color

Mostly black, white, and gray

* 1. Use of typography

Easy to read but not much contrast

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

Click or tap here to enter text.

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://uroulette.com/** | |
| **Alignment:** | *How many different styles of alignment can you see on this page? Describe them:*  There are 2 different styles. The header and footer are center aligned while the main text body is aligned to the left of the page.  *Where is the strongest alignment line on this page? Why?*  The left side, since a majority of the content is aligned here. |
| **Proximity:** | *Identify two elements of this site that, due to their proximity, appear to have a relationship.*  The title and the image/button.  *Identify information at this site that "hangs" alone.*  There’s nothing that “hangs” alone. However, the proximity of advertisements to some of the other elements doesn’t really make sense. |
| **Repetition:** | *Does the repetition on this page draw attention to anything particular? What?*  It draws attention to the list of random sites, as well as the links to them.  *Describe the repetitive element(s) used to the best advantage on this site.*  As stated above, the repetition of the links as well as the text describing them makes it easy to identify each individual random site. |
| **Contrast:** | *Identify the strongest area of contrast at this site.*  The borders on the right and left side.  *Are there areas of this site that seem "muddy" or run together because of a lack of contrast? What are they?*  The whole main body of the site that is filled with text. There is little to no contrast, and is just text on a yellow background. |
| **Color & Type:** | *Does the use of color and type on this page enhance or detract from the content? How?*  The background color is very bright and somewhat distracts from the content. The type is pretty much the same throughout the entire site, although the links are colored/underlined which makes them easy to identify. |

**Additional Notes:**

Click or tap here to enter text.

|  |  |
| --- | --- |
| **Good Site URL: https://www.rit.edu/** | |
| **Alignment:** | *How many different styles of alignment can you see on this page? Describe them:*  There are at least 4. The navigation menu and header at the very top feature right and left alignment. Most of the content is centered. There is also some different alignment styles in the footer.  *Where is the strongest alignment line on this page? Why?*  The center alignment. It connects most of the main content and images together. |
| **Proximity:** | *Identify two elements of this site that, due to their proximity, appear to have a relationship.*  The “Visit us on Campus” text and the image next to it are clearly related due to their proximity.  *Identify information at this site that "hangs" alone.*  The text in the top right corner (in the orange box) seems to stand alone from the rest of the content. This may be intentional though as the links are for specific purposes. |
| **Repetition:** | *Does the repetition on this page draw attention to anything particular? What?*  The repetition draws attention to the images and statistics within the main content of the page. They are all contained within symmetrical grids.  *Describe the repetitive element(s) used to the best advantage on this site.*  The repeated symmetrical grids of images/statistics are used well. |
| **Contrast:** | *Identify the strongest area of contrast at this site.*  The contrast of color between black, red, and white is used effectively to highlight portions of the site.  *Are there areas of this site that seem "muddy" or run together because of a lack of contrast? What are they?*  The footer feels slightly run together since all of the elements have the same color on a black background, however this helps separate this content as a footer from the rest of the site. |
| **Color & Type:** | *Does the use of color and type on this page enhance or detract from the content? How?*  Yes, the contrast of color is used to enhance certain content, as well as bold/larger font. |

**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:

In terms of Alignment, I think my site does okay considering there is not much content on the site. I am happy with the alignment of the body of the site and the symmetrical alignment of the elements in the footer. The title, although meant to stand out with center alignment feels a bit lonely though.

In terms of proximity, the limited content feels connected, however, it is somewhat cramped and does not take full advantage of the entire area (for example, the footer is maybe 2/3 down the page rather than on the bottom.

My site does not feature many repeating elements other than the border lines that separate the header and footer, as well as the h2 titles.

For contrast, I think the title stands out due to its color, and again, the contrast of the dark border lines separates the header and footer effectively.

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 add some additional content or formatting to the header/title. As it stands, it feels a little basic and lonely.

I would also spread out the proximity of the content in order to fill the entire page rather than just part of it.

Additionally, I would look for more opportunities to incorporate repetition, although I would probably need more content in order to add purposeful repeated elements.

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!