HW: Design Principles Analysis (CRAP)

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# 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:

Click or tap here to enter text.

* 1. Proximity:

Click or tap here to enter text.

* 1. Repetition:

Click or tap here to enter text.

* 1. Contrast:

Click or tap here to enter text.

* 1. Use of color

Click or tap here to enter text.

* 1. Use of typography

Click or tap here to enter text.

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: Click or tap here to enter text.
   2. Alignment:

Click or tap here to enter text.

* 1. Proximity:

Click or tap here to enter text.

* 1. Repetition:

Click or tap here to enter text.

* 1. Contrast:

Click or tap here to enter text.

* 1. Use of color

Click or tap here to enter text.

* 1. Use of typography

Click or tap here to enter text.

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:** | |
| **Alignment:** | *How many different styles of alignment can you see on this page? Describe them:*  *Click or tap here to enter text.*  *Where is the strongest alignment line on this page? Why?*  *Click or tap here to enter text.* |
| **Proximity:** | *Identify two elements of this site that, due to their proximity, appear to have a relationship.*  Click or tap here to enter text.  *Identify information at this site that "hangs" alone.*  *Click or tap here to enter text.* |
| **Repetition:** | *Does the repetition on this page draw attention to anything particular? What?*  Click or tap here to enter text.  *Describe the repetitive element(s) used to the best advantage on this site.*  Click or tap here to enter text. |
| **Contrast:** | *Identify the strongest area of contrast at this site.*  Click or tap here to enter text.  *Are there areas of this site that seem "muddy" or run together because of a lack of contrast? What are they?*  Click or tap here to enter text. |
| **Color & Type:** | *Does the use of color and type on this page enhance or detract from the content? How?*  Click or tap here to enter text. |

**Additional Notes:**

Click or tap here to enter text.

|  |  |
| --- | --- |
| **Good Site URL:** | |
| **Alignment:** | *How many different styles of alignment can you see on this page? Describe them:*  *Click or tap here to enter text.*  *Where is the strongest alignment line on this page? Why?*  *Click or tap here to enter text.* |
| **Proximity:** | *Identify two elements of this site that, due to their proximity, appear to have a relationship.*  Click or tap here to enter text.  *Identify information at this site that "hangs" alone.*  *Click or tap here to enter text.* |
| **Repetition:** | *Does the repetition on this page draw attention to anything particular? What?*  Click or tap here to enter text.  *Describe the repetitive element(s) used to the best advantage on this site.*  Click or tap here to enter text. |
| **Contrast:** | *Identify the strongest area of contrast at this site.*  Click or tap here to enter text.  *Are there areas of this site that seem "muddy" or run together because of a lack of contrast? What are they?*  Click or tap here to enter text. |
| **Color & Type:** | *Does the use of color and type on this page enhance or detract from the content? How?*  Click or tap here to enter text. |

**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:

Click or tap here to enter text.

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).

Click or tap here to enter text.

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!