

Question 1

Part A: Space Jam

- **Contrast**

- **Positive**: The website does a good job of contrasting the colorful icons with the dark, starry background, making the interactive elements stand out. The bright Space Jam logo and planetary icons attract the user's eye effectively.
- **Negative**: The red text for legal and compliance links as well as the copyright and trademark of Warner Bro at the bottom is hard to read against the starry and dark background.
- **Suggestion**: Changing the color of text at the bottom to a brighter shade like white or yellow or place it on a semi-transparent background to improve visibility. Additionally, increasing the font size could help make the text more accessible.

- **Repetition**

- **Positive**: The use of circular icons and planetary themes creates a consistent visual motif that aligns with the "space" theme. This repetition helps tie the design elements together, maintaining a sense of unity across the site.
- **Negative**: There is a lack of consistency in text styling and other elements. For example, different font sizes and colors are used without a clear pattern, making the design appear cluttered.

- **Suggestion:** Applying a uniform style for all text, such as using a single font family with consistent color schemes for all words of the navigation icon. And another uniform style for all footer text.

- **Alignment:**

- **Positive:** The choice of having elements orbit around the central Space Jam logo fits the space theme well and adds a fun, playful touch. It gives the impression of planets circling a star, aligning with the site's space motif.
- **Negative:** Each navigation icon's words are not aligned. The words are all on top of the navigation icon except "SITE MAP" which is on the right side of the icon and "PRESS BOX SHUTTLE" which is below the icon. And also, the placement of the navigation icon feels random, making it hard for users to know where to start or where to go next.
- **Suggestion:** Making the words all on top of the navigation icon. Introducing a more structured grid or circular pattern with evenly spaced icons would make the layout more organized and navigation more intuitive. The logo could still serve as the central hub with a more structured path outward to other elements.

- **Proximity:**

- **Positive:** The loose placement of icons does emphasize a sense of exploration, which can be fun for users who enjoy discovering things. It also prevents overcrowding, allowing each icon to stand out individually. And it does group related items together. In the middle of page, it has a group of main contents of the website that can be clicked into details. At the bottom of the page, it groups the legal and compliance links including "Privacy Policy", "Terms",

“Accessibility”, and “AdChoices” together. And below that there is a group of words to show the trademark and copyright notice of Warner Brother.

- **Negative:** The current layout does not effectively communicate relationships between different navigation options for the main contents of the website. And all the navigation bar is in the middle of page which should be avoided.
- **Suggestion:** Grouping related icons that have intellectual relationships closer together, such as arranging all “media-related” links in one area and “interactive features” in another, would help clarify the website’s structure. Additionally, this could be reinforced by adding labels or headings to guide the user on what to expect from each section.

Part B: Stardew Valley

- **Contrast**

- **Positive**: The Stardew Valley main menu uses contrast effectively by having the wooden signboard with bold, textured letters on top of a bright blue sky. This provides a strong visual separation between the background and the text, making the title “Stardew Valley” stand out clearly.
- **Negative**: However, the red text on the wooden buttons (e.g., "New," "Load," "Co-op") has a lower contrast against the light wood background, which could make it harder to read for some users.
- **Suggestion**: To enhance contrast, adjusting the text color on the buttons to a brighter or darker shade (such as white or black) depending on the specific button. This would make the text more legible against the wooden background. Another option is to add a shadow or outline around the text to help it pop against the lighter wood texture. Similarly, making the button icons bolder or using contrasting colors that stand out from the wood would improve their visibility and recognition.

- **Repetition**

- **Positive**: Repetition is well utilized in the Stardew Valley main menu, particularly through the consistent use of wooden textures and rustic design elements. The wooden background of the title and the wooden menu buttons create a harmonious, rustic farm aesthetic that fits with the game’s theme. This consistent use of textures helps to reinforce the visual identity of the game, making the interface feel cohesive and familiar.

- **Negative:** One area where repetition could be improved is with the visual style of the icons on the buttons. While the wooden texture is consistent, the icons, such as the fruit for "New" and the poop symbol for "Exit," do not follow the same visual style. The playful and cartoony nature of the icons feels slightly disconnected from the more realistic, hand-crafted wooden textures used for the buttons and sign.
- **Suggestion:** To improve repetition, the icons could be redesigned to better match the rustic, handcrafted aesthetic of the wooden textures. For example, using hand-drawn or wood-textured icons would tie them more closely to the rest of the design. Alternatively, simplifying the icon design to match the flat color palette of the background would create a more consistent and polished appearance.

- **Alignment:**

- **Positive:** The alignment of the elements in the Stardew Valley main menu is largely centered, which provides a symmetrical and organized layout. The title "Stardew Valley" sits prominently at the top-center of the screen, creating a focal point, while the buttons ("New," "Load," "Co-op," and "Exit") are aligned in a horizontal row at the bottom-center. This central alignment directs the user's focus naturally to the key interactive elements, making it easy to know where to click.
- **Negative:** While the central alignment is effective, the spacing between the buttons is inconsistent, causing slight visual imbalance. The placement of the "Exit" button, which appears slightly further from the others compared to the previous buttons, makes the alignment feel less precise and disrupts the flow. Additionally, the spacing around the "Co-op" button could be adjusted to be more symmetrical to the others.

- **Suggestion:** To improve alignment, adjust the horizontal spacing between the buttons so that they are evenly distributed, creating a more balanced and visually harmonious menu. Alternatively, placing the buttons in a vertical list, each centered under the other, could offer a clearer, more structured alignment while maintaining focus on each option. This would also help to guide users' eyes down the screen in a natural progression, improving the overall user experience.

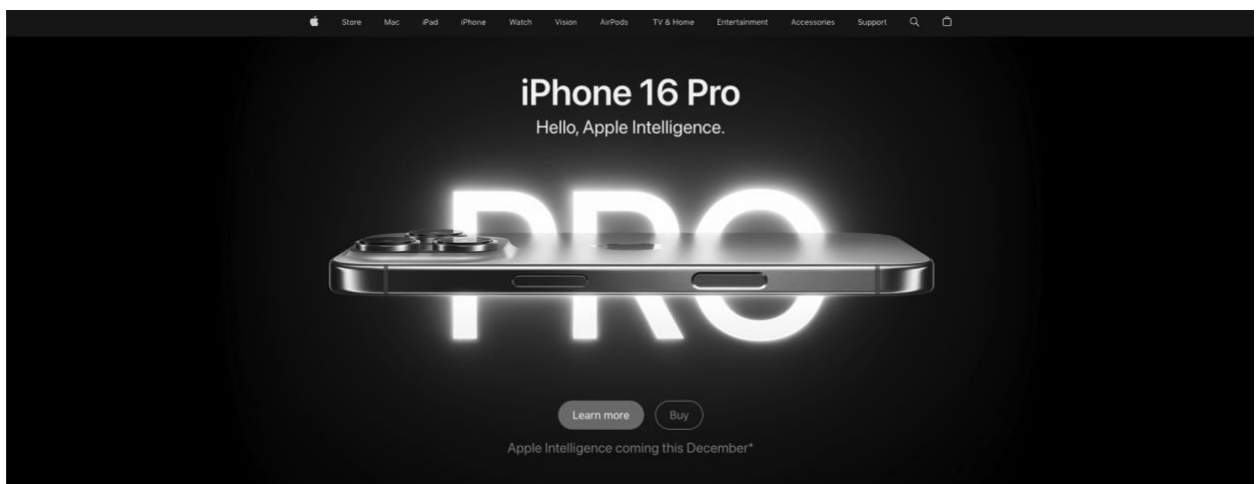
- **Proximity:**

- **Positive:** The proximity of the buttons in the main menu is practical, as the key interactive elements—"New," "Load," "Co-op," and "Exit"—are grouped together at the bottom. This grouping makes it convenient for users to find all the main functions in one area, avoiding confusion or the need to search across different parts of the screen. The grouping aligns with a typical menu structure, which users are familiar with, helping with intuitive navigation.
- **Negative:** Despite the logical grouping, the proximity between the buttons is quite tight, which may make it challenging for users, especially on devices with smaller screens or for users with limited motor skills, to accurately select the desired option. The buttons are close to each other, which increases the risk of accidental clicks.
- **Suggestion:** Increasing the space between the buttons could improve the user experience by reducing accidental clicks and making each option feel distinct. Another potential improvement could be the addition of subtle borders or background differentiation for each button, which would make each option feel more like an individual, clickable element while maintaining the overall cohesion

of the design. This would enhance the clarity and help users quickly identify and select the correct option.

Question 2

1. Apple's Home Page



- **Greyscale Version:**

In a greyscale version, Apple's homepage retains readability and clarity due to the high contrast between the glowing "PRO" text and the dark background. The product (iPhone 16 Pro) still stands out due to its shape and prominent position in the design, even though the colors are desaturated.

- **Color Analysis:**

- **Contrast**: Apple's homepage uses effective contrast to highlight the iPhone 16 Pro. The dark background contrasts sharply with the glowing white "PRO" text, drawing immediate attention to the product. The blue buttons (Learn more, Buy) also stand out against the dark backdrop, making key actions easily noticeable.
- **Color Palette**: The homepage utilizes a minimalist color palette with deep blacks and dark browns, which contribute to a sleek and premium feel. The glowing "PRO" in white, along with the gold finish of the iPhone, adds sophistication. The blue buttons for actions such as "Learn more" and "Buy" offer an accent, making them eye-catching without being overwhelming.
- **Color Psychology**: The dark background conveys luxury, exclusivity, and professionalism, aligning with Apple's premium branding. The gold tones of the iPhone suggest elegance and high quality, while the glowing white "PRO" creates a futuristic and innovative feel. The blue buttons invoke trust and encourage interaction, enhancing the overall experience.

2. Coca-Cola Billboard



- **Greyscale Version:**

Without color, the logo and slogan still stand out due to the distinct shapes and large font, but the design loses its signature punch.

- **Color Analysis:**

- **Contrast**: Coca-Cola's use of red and white provides excellent contrast. The white text on a vibrant red background ensures the logo and message are immediately legible, even from a distance.
- **Color Palette**: This advertisement relies on a simple two-color palette: red and white. This complementary scheme provides high visibility and reinforces Coca-Cola's brand identity.
- **Color Psychology**: Red is a color associated with excitement, energy, and passion, which ties into Coca-Cola's brand message of fun and enjoyment. The choice of white for text enhances readability and provides a clean contrast.

3. Starbucks Menu Board



STARBUCKS®

FRAPPUCCINO® Blended Beverages

	Tall	Grande	Venti
Coffee	225	250	285
Mocha/White Mocha	270	295	325
Java Chip	260	290	320
Caramel/Esspresso	260	290	320
Caramel Java Chip	300	325	360

Coffee-Free

Vanilla Cream			
Strawberries & Crème	250	280	310
Green Tea Cream			
Double Chocolate Chip	285	310	340
Cold Coffee	255	280	300

Smoothies

Very Berry/Banana Berry/Banana	345	375	405
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Iced Coffee

Iced Americano	210	235	260
Iced Latte	225	250	275

Make it yours

Add extra Espresso shot or Tea bag ₹55	Add syrup - Caramel - Hazelnut - Vanilla ₹45	Add Java chips or Whipped cream ₹25	Choose your dairy/non-dairy - Regular milk - Nonfat milk - Soy - Almond (+₹25)
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Taxes Extra. Tall - 354 ml / Grande - 473 ml / Venti - 591 ml



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- **Greyscale Version:**

In greyscale, the Starbucks menu remains highly readable due to the strong contrast between the white text and the dark background. The key information about beverage types, sizes, and prices remains clear, though the loss of color removes some of the warmth and inviting nature typically associated with the green tones in the Starbucks brand.

- **Color Analysis:**

- **Contrast:** The Starbucks menu uses white text on a black background, which creates high contrast and ensures readability even from a distance. The sharp contrast helps direct attention to the beverage offerings and prices, maintaining

clarity. In its original form, the addition of green elements (such as logos or accents) would help highlight important features or promotions, but these are lost in the greyscale version.

- **Color Palette:** The typical Starbucks menu uses a simple, earthy palette with black or brown as the background color and green as the signature accent color. The green accents reinforce Starbucks' connection to natural and sustainable products while also invoking freshness. The off-white or white text maintains a clean and minimalistic aesthetic.
- **Color Psychology:** Green, often used in Starbucks branding, represents health, freshness, and relaxation, which is fitting for a brand that promotes ethically sourced, high-quality beverages. The black or dark background creates a cozy, welcoming atmosphere, inviting customers to relax and enjoy their drink. White text provides clarity, making the menu easy to navigate and enhancing the overall calm and clean design of the menu board.

4. National Geographic Magazine Cover



- **Greyscale Version:**

In the greyscale version, the contrast between the text and the image remains clear, but the impact of the iconic yellow border is lost, reducing the visual distinctiveness of the cover. The environmental message conveyed through the image still holds, but the emotional connection through color diminishes.

- **Color Analysis:**

- **Contrast:** The yellow frame of National Geographic is a defining element that contrasts sharply with the cover image. In this cover, the blue of the water contrasts subtly with the plastic bag depicted as an iceberg, drawing attention to the environmental theme. The white text ("PLANET OR PLASTIC?") stands out against the darker image, ensuring the message is clear.
- **Color Palette:** The cover predominantly uses cool tones of blue, which evoke calmness but also hint at the severity of environmental pollution. The yellow frame offers a stark contrast, maintaining National Geographic's visual identity and framing the cover to draw attention.
- **Color Psychology:** Yellow communicates optimism and warmth, serving as a contrast to the cold and serious issue presented on the cover. The blue tones of the ocean and plastic represent both the vastness of the problem and the cold, detached nature of pollution. This color combination is effective in provoking thought and highlighting National Geographic's mission to explore and address critical global issues.

5. The Dark Knight Movie Poster



- **Greyscale Version:**

In greyscale, the poster's dark tones and contrast between Batman and the flaming Bat symbol still remain strong. However, the details of the fire and some of the building elements lose clarity without the rich color contrast, although the overall mood of the poster remains dramatic and intense.

- **Color Analysis:**

- **Contrast:** The poster is visually striking due to the strong contrast between the dark background and the bright, fiery Bat symbol. Batman's black silhouette blends into the shadows, emphasizing the glowing Bat symbol above him. This contrast draws immediate attention to the key elements of the poster: Batman and the symbol of his legacy.
- **Color Palette:** The poster primarily utilizes a dark, almost monochromatic palette with deep blues and blacks for the background, contrasted by the fiery red and orange of the burning Bat symbol. The cool blues and warm flames create a split-complementary color scheme, which adds tension and drama to the poster.
- **Color Psychology:** The dark blues and blacks evoke feelings of mystery, seriousness, and intensity, which are fitting for Batman's character. The orange and red flames symbolize danger, chaos, and urgency, perfectly aligning with the film's central themes of destruction and disorder. This use of color enhances the sense of impending chaos and the high stakes in the film.