HW: Design Principles Analysis (CRAP)

Your Name: Frank Alfano

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

    1: https://www.mainstreetmercantile.com/
    2: http://www.archimagestore.com/

    3: http://www.craftcompany.com/
    4: https://www.parkleigh.com/

    I got #2 to do.

2. Examine the site… at least the first page and a couple of links to sub-pages (pages that are part of the same site).

3. Summarize your opinions and why you came to them here:
    a. Alignment:
        The alignment of the elements on the website are fairly organized and easy to understand. All of the main content is positioned in a way that makes sense. Some of the graphics and text, however, is kind of thrown onto the site, like the menu bar and logo at the top of each page. There is no real alignment of the elements at the top of each page which can make it hard to follow. The headings to each of the pages are also aligned to the menu bar and not the center of the page, which makes each page feel a bit lopsided.

    b. Proximity:
        There does seem to be a lot of unnecessary whitespace between some of the elements, especially the captions underneath images. It's hard to tell that they are captions because they are colored differently and don't feel connected to the picture in any way.

    c. Repetition:
        The website does contain a lot of repetition and definitely reuses elements, but it isn't over the top. Each tab at the top brings you to a different layout, but, for example, all links from the "departments" tab at the top have the same layout. Also, the menu bar and logo are copied throughout every page.

    d. Contrast:

The contrast is great on this site and all the colors make sense. The background is green with all of the content contained within a white square with black text. Everything is really easy to read and soft on the eyes.

    e. Use of color
The color choice is pretty good in my opinion. The green complements the monochromatic theme of the entire website. They use a lot of different shades of green as well to vary it up and make it more interesting, or to highlight different parts of the website. The only criticism I have about their color choice is that I wish they used more of the colors contained within their logo. Their logo contains a nice purple color which could give a completely different vibe to the entire website if used instead of green. I do not think green is a bad choice of color, however.

    f. Use of typography
The fonts are basic and easy to read, with certain words bolded or italicized to emphasize them. I will say that I wish they were more consistent with their font choices as their homepage contains 4 different fonts.

4. 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.

5. 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:

   a. Author of message you're summarizing: Jiabao Su

   b. Alignment:
      This website has very basic alignment. From what I see, they usually have text on one side and images on the other side. When there's not a lot of content, they just put everything in the center from top to down. While it's not very technical or good looking, it does make it easy to read and follow along. Some things also aren't centered properly and that bugs me. The home page on the other hand is not well sectioned and everything on top is just jumbled together.

   c. Proximity:
      Most items are spaced decently apart. The paragraphs have double line spacing and are a good distance away from other elements. But some elements are spaced unnecessary far apart from each other and I don't really like that since it creates so much white space between elements.

   d. Repetition:
      The pages follow a similar style but are different enough. I think that's fine since if every page looked the same it would be kind of boring, but they could also add more stuff to each page to make it more unique and fun. The department pages are basically all the same but with different text and images. I don't feel like there is a need for individual pages for each item in the department page since they all look the same.

   e. Contrast:
      There really isn't much contrast since the background is all white and the text is mostly all black. The site does have some text boxes that are green which I think it's a nice color here since it stands out but it's not too bright.

   f. Use of color
      The site uses very little color. The site's palette consists mostly of shades of green. They could probably use more color in their palette that matches their logo.

   g. Use of typography
      The fonts are basic but are readable and legible. They bold or change the color of some text to emphasize it and that is good.

6. Do you agree or disagree with this person about the design elements of the page in question (Why?)
   I agree with mostly all of their assessments about the website, besides their opinions on the contrast. I think the contrast of the site is very good, which makes it easy to read and look at. The white background with black text is a lot better than purple text on the pink background. The reason is because the colors pink and purple are not that different and do not have a lot of contrast when placed on top of each other. On the other hand, white and black are literally opposite colors and therefore have a lot of contrast.

7. 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://rr0.org/

Alignment:	*How many different styles of alignment can you see on this page? Describe them:*
	There is almost no alignment to the elements on the page. The only thing that is "aligned" is the list on the right side of the page. Some of the main content text isn't even aligned the same way on the same page, like it changes for no reason.
	Where is the strongest alignment line on this page? Why?
	The strongest alignment line would have to be the line from the header to the main content. The only thing above that is the header text (which isn't even centered) and then everything else is below it. This is probably the strongest alignment line because of how basic HTML works, where the header tag automatically separates the header content from the rest of the content.
Proximity:	*Identify two elements of this site that, due to their proximity, appear to have a relationship.*
	The lists on the right side of the website have elements that are close together and therefore have a very strong relationship. The heading text in the main content also pairs really with the actual information in the content section which makes it feel like a complete section.
	Identify information at this site that "hangs" alone.
	On some of the subpages of the website the main content sometimes has big gaps in-between it (like this page https://rr0.org/time/). This is really confusing and causes some of the main content to "hang alone".
Repetition:	*Does the repetition on this page draw attention to anything particular? What?*
	The site doesn't really have any repetition. Each of the subpages just kind of do their own thing. I guess you could say that the main content being in the center of the page is "repetitive" and therefore makes the main content draw your attention? But that seems like a very big stretch because the main content should always be in the same spot on the website.
	Describe the repetitive element(s) used to the best advantage on this site.
	...there is none.
Contrast:	*Identify the strongest area of contrast at this site.*
	The entire website consists of a black background with white text, with some very rare blue text sprinkled in. There is no spot on the website that is contrasted differently and therefore draws your attention in. However, the black and white text does make the website easy to read.
	Are there areas of this site that seem "muddy" or run together because of a lack of contrast? What are they?

	Nope. As stated, the entire website is just black with white text, so there are no particular spots that are muddy because of lack of contrast.
Color & Type:	*Does the use of color and type on this page enhance or detract from the content? How?*
	The font is really nice and easy to read, and the colors are almost too simple. I would say that the design is neutral; it doesn't enhance or detract from the content.

Additional Notes:

Man this website is a real stinker. I found myself laughing out loud multiple times as I tried to navigate the site and found more and more weird pages that made no sense. It's almost like they read the 6 principles of design and did the exact opposite. What made it even better was that the entire website is in French and I can't understand a single word.

Good Site URL: https://www.youtube.com/

Alignment:	*How many different styles of alignment can you see on this page? Describe them:* *All of the elements on the website are aligned very well and everything makes sense. At the top of the page you can see elements aligned to the left, center, and to the right.* *Where is the strongest alignment line on this page? Why?* *The strongest alignment line is probably the line between the list on the left and the videos on the right. The elements of each of these sections are aligned differently and therefore create a clear division in the content.*
Proximity:	*Identify two elements of this site that, due to their proximity, appear to have a relationship.* Each of the video's thumbnails and titles are very close to each other making each of them have a relationship, and then each video is spaced out a good distance from other ones to make sure each is their own separate element. Also, the list on the left and how each of the elements are close to others that they are grouped with helps for categories. *Identify information at this site that "hangs" alone.* *Honestly, I can't find any. Each of the elements are very well placed and make sense so nothing hangs alone.*
Repetition:	*Does the repetition on this page draw attention to anything particular? What?* The repetition of the video elements definitely draws you in, aside from the fact that the video elements take up most of the screen. The fact that each of the video elements is the same really emphasizes that they are the main content of the page. Also, the fact that each of the pages that contain the actual video playing is really nice as well. The predictability of the site is very soothing and easy to follow. *Describe the repetitive element(s) used to the best advantage on this site.* As stated, the video elements are definitely the best repetitive aspect of the site.
Contrast:	*Identify the strongest area of contrast at this site.* Since each of the videos has their own colors and images, they are definitely the strongest area of contrast on the site. The creators of videos want people to click on them, and so they make their video thumbnails as high contrast as possible to garner as many clicks as they can. *Are there areas of this site that seem "muddy" or run together because of a lack of contrast? What are they?* There are no spots that are muddy. It is clear that the designers of the website put a lot of time and effort into making sure their website was as clean and easy to read as possible.
Color & Type:	*Does the use of color and type on this page enhance or detract from the content? How?*

	Again, the videos have a lot of different colors and enhance the page's content by a lot. The website designers didn't have to do anything, the content creators who use the site enhance the page for them.

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:

Honestly, I feel like my webpage follows the 6 principles of design fairly well. It definitely has contrast, color, alignment, repetition, and readable typography. The only thing that I can think of that can be improved is the proximity of the elements. The project titles, descriptions, and images could be a bit closer together to really show that they are each their own element.

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 definitely improve my use of grids on the webpage. When I was creating this, I really didn't have a good understanding of how the grid styles worked, so I just threw it together and called it a day. Now, however, I have a much better understanding of them and could make the layout look a lot better.

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!