Design Principles

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1. Proximity

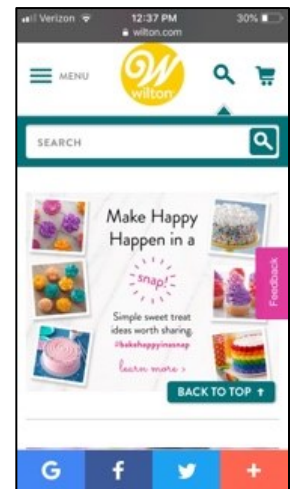The Wall Street Journal
WWW.wsj.com

This website is surrounded by white spaces between graphics, tittle, and paragraphs. It has well-distributed white spaces between the tittle, picture, and the article section. The paragraph has the correct line spacing so it is easy to read. The picture also has a white border so it can be distinguished from the top and the bottom spaces.

2. Alignment

Wilton

www.wilton.com

This website has the header and the information aligned with the center part of the page. The pictures are aligned to the left and to the right to create the effect of emphasizing the information to the user. This structure displays well-balanced organization between the pictures and the letters.

3. Repetition

Sinfully Sweet Cake Design

www.sinfullysweetcake.com

This Website contains repetitive shapes of circles and squares. Each circle has a different color and size from the others. The square shapes also have different colors and sizes. As seen in the image, the background is square and located behind the circles.

4. Contrast

Taste of Home

www.Tasteofhome.com

This Webpage has good design contrast between warmer colors and neutral colors. The page is highlighted in red, white, and the black colors. Also, this page contains some different font styles. Although this page doesn't have many colors, it is still inviting enough to want to stay on the page and move around and explore different recipes.

5. Typography

Barnes & Noble

www.barnesandnoble.com

This website contains different font styles. The spacing between letters and words is perfect. It's easy to read and it draws the attention of the online users. The hierarchy is in order of priority.