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Cit 230

Brother Blazzard

1-24-18

Design Principles

Proximity, Alignment, Repetition, Contrast, and Typography

1. **Michaels**
2. <https://www.michaels.com>



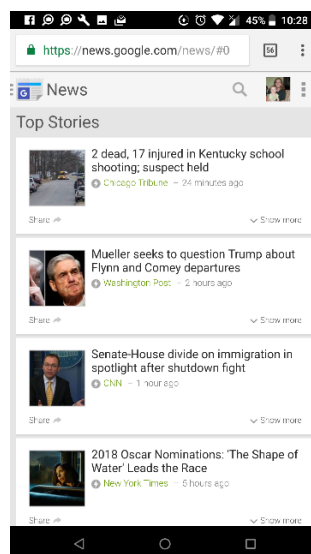
I found this web site as a very good example of proximity. The main advertisements are put in the center of page and are a good size so that they catch your eye right away. Having their company name right in the middle in the top header allows you to scroll down the page and not have to wonder what site you are on, because it doesn't change with the rest of the page. Also, it has the search icon next to the name so if you know exactly what you want to look for you can. Having that at the top on the side of the company's name makes it very visible to the user. Same with the cart icon. You will notice at the bottom the three sections marked coupons, rewards, and stores. I like how it is situated on the bottom because you can scroll down the ads and your eye's are drawn to it.

1. **Pinterest**
2. <https://www.pinterest.com>



I picked this Pinterest site to show good alignment. It has two rows that have an equal amount of space between them, with just the right amount of white space in-between. I like how it allows you to scroll down the page and see more than one project. Having the two rows so nicely aligned to each other just gives it a good look. I really like it.

1. **Google News**
2. <http://news.google.com/news/#0>



I picked Google news for my page on repetition. I like how they lay out all the stories in the same format. That format does not make you think that one story is more important than another. Showing a picture by each article name with in each box is a good way to show that they are not biased one way or another over articles.

1. Limabeads

2. <https://www.limabeads.com>



I picked this limabeads site as a good contrast page. They start their page with a mix of cool and warm colors then it goes right into the content. The advertisement for the beads are each distinct in their own ways because of the color contrast in each one. The first one is mainly cool colors on the left side, then the typography is a dark cool color. The right side though is made up mainly of neutral colors. My eye didn't really seem to go there when I found this site.

My eyes just focused on the cool colored gems on the left and the typography. The second advertisement has a light mix of all the colors, so the contrast is easy on the eyes and you can just let your eyes go over it.

1. NBC
2. <https://www.nbc.com>



For typography I choose the NBC page because of the assortment they used, but not in a way to make you feel like you are on a rollercoaster. Each different grouping of text is not the same font as that above them, but they do not take away from what you are reading first. I like how it has good visual hierarchy. The typography is placed in such a way with the different fonts that you eye can move easily around the page.