



DESIGNPRINCIPLES

CIT230 Mike Odom

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CONTRAST

Martin Peterson

CONTRAST DEFINED

- Contrast refers to the arrangement of opposite elements (light vs. dark colors, rough vs. smooth textures, large vs. small shapes, etc.) in a piece so as to create visual interest, excitement and drama.

EXAMPLE WEBSITE

The image shows the homepage of the Geckoboard website. At the top left is the Geckoboard logo (a green square with a white 'G'). At the top right are navigation links: PRODUCT, INTEGRATIONS, PRICING, BLOG, and LEARN. Below the header, a large white text area contains the headline "KPI DASHBOARDS FOR YOUR BUSINESS". Underneath the headline is a descriptive paragraph: "Use Geckoboard to communicate your key metrics instantly across your organisation." At the bottom of this section are three call-to-action buttons: "BOOK A DEMO" (grey), "START YOUR FREE TRIAL" (green), and "PLAY VIDEO" (grey with a play icon). The background of the main content area is a dark image of a person working at a computer, with a blurred dashboard visible on the screen.



START YOUR FREE TRIAL

TRY GECKOBOARD



- **Color**
 - The light green with the black and the gray creates a nice contrast which allows the viewer to easily read the text.
- **Typography**
 - The use of varying fonts creates a contrast drawing your eyes first to the "KIP Dashboards" banner. It also helps to differentiate the smaller links from the banner. The size of the font also helps create contrast.
- **Shape**
 - Using the different shapes (circle, triangle, rectangle, square and rounded rectangle) create a contrast highlighting key navigation buttons.
- **Texture**
 - Using the blurred image in the background creates contrast with the other in-focus elements on the page.

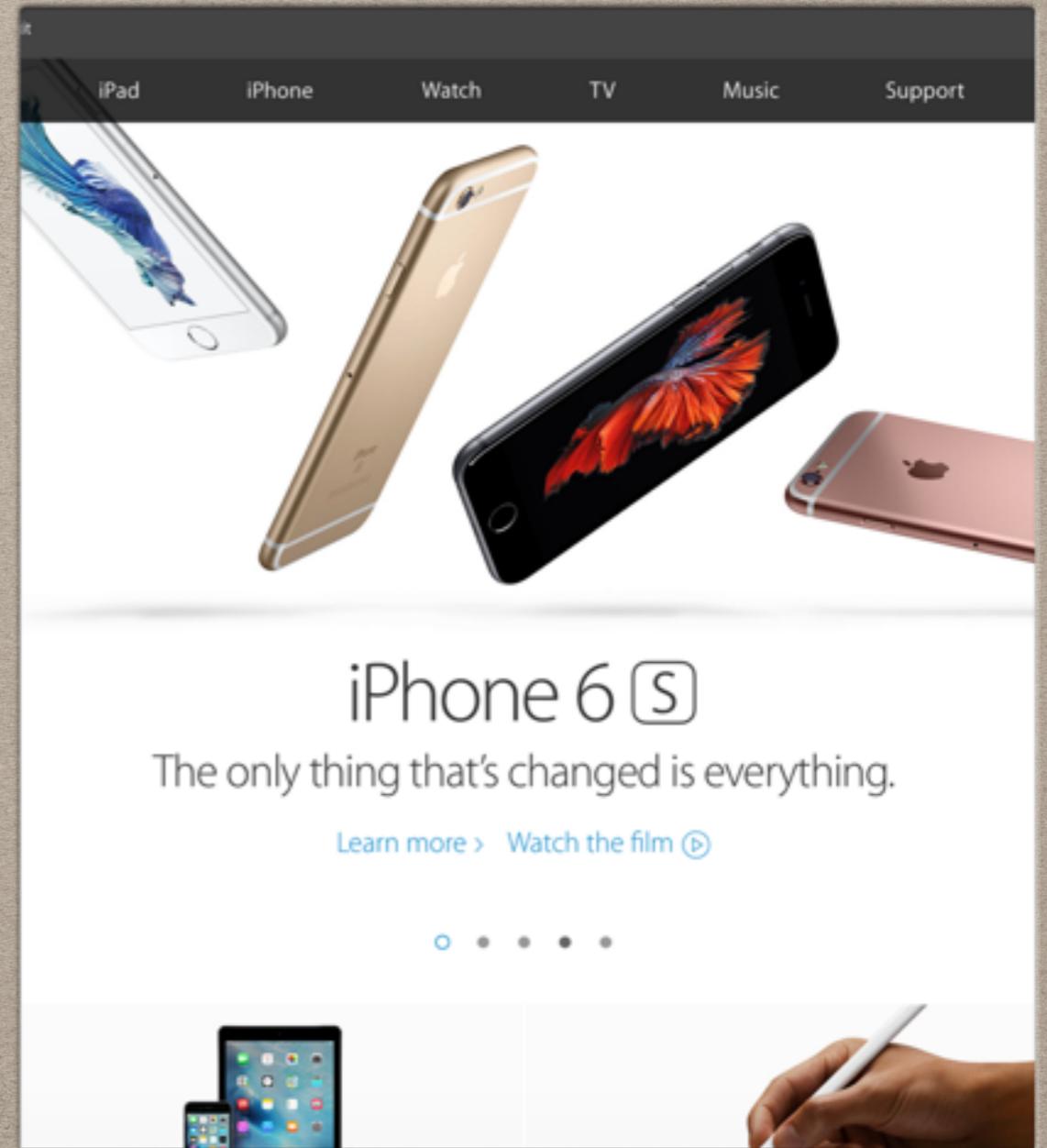
REPETITION

Brandon Webb



REPETITION

- Repetition is the ability to create a website/product that will continually have something recognized/repeated.
- Apple is superb at this, creating products that continually repeat their logo as well as their user interface
- Repeat elements makes it more user friendly.
- Repetition applies to logos, headings, images, graphical elements, colors, and multiple other things. Creating a website that is repetitious will make your website more noticeable and recognizable.



EXAMPLE WEBSITE

The screenshot shows the homepage of the Neat website. At the top, there's a navigation bar with the 'neat' logo, 'FREE TRIAL', 'LOGIN', and a shopping cart icon. Below the navigation is a main banner featuring a woman looking thoughtful with her hand to her chin. The banner text includes 'ELIMINATE DATA ENTRY', 'GET TO WHAT MATTERS', and 'A smarter way to manage your receipts and documents'. It features a blue pill-shaped 'GET NEAT' button and a 'WATCH NEAT IN ACTION' button. To the right of the banner is a vertical sidebar with icons for 'BLOG', 'INFO', and 'SHARE'. The bottom section contains a descriptive paragraph about Neat's features.

neat

FREE TRIAL LOGIN

PRODUCTS FOR BUSINESS FOR HOME COMPANY PARTNERS SUPPORT

ELIMINATE DATA ENTRY
GET TO WHAT MATTERS
A smarter way to manage your receipts and documents

GET NEAT

WATCH NEAT IN ACTION

BLOG

INFO

SHARE

Neat extracts the key information from your receipts and documents, integrates with popular accounting and business software, and simplifies how you work.

In this example the pill shaped button is repeated in the heading, banner, and body which shows the user where to find the action buttons.

PROXIMITY

Julie Norseth

PROXIMITY



PROXIMITY DEFINED

- Proximity is the relationship between space, time, or relationship.
- In web design, we are primarily focused on the visual. Spatial proximity helps indicate relationship. Things that are closely related should be near to each other, while distance relays lack of relation.
- By taking full advantage of proximity, we can increase the usability of our websites and influence the success of the user experience.
- This design principle includes the use of white space, the portion of the page that is left unused, and hierarchy, a method of grouping and subgrouping related items.

EXAMPLE WEBSITE

Google

Google is a great example of visual hierarchy and related content.

Each result is grouped together with a URL and an overview of the link.

Bigger results are separated from the others with lines or boxes. This creates a hierarchy of content within a group.

White space, or negative space, helps make the page easy to read and balanced.

The layout of the page makes the website easy to read and does not overwhelm the user, despite the large amount of information contained.

Google search results for "byu idaho":

- Brigham Young University - Idaho**
www.byuid.edu • Brigham Young University-Idaho • Guided by that affiliation, BYU-Idaho seeks to create a wholesome learning environment in which students can strengthen their commitment to their faith and ...
525 S Center St, Rexburg, ID 83440
(208) 495-1411
You've visited this page 2 times. Last visit: 9/13/15
- Results from byuid.edu**
- My BYU!**
Class Schedule · Directories · Learning Model · ...
- Admissions**
Connect With Us · Costs · The Application Process · ...
- About**
Facts and Figures · Campus Tours · Academics · Student Life · ...
- Online Learning**
Degrees & Programs · Course List · Application · How It Works · ...
- Login for BYU!**
Home · About BYU · Academics · Student Life · Contact BYU · ...
- Employment**
Seeking Employment? · Hiring an Employee? · Getting Hired? · ...
- BYU-Idaho - Facebook**
<https://www.facebook.com/BYUID> • BYU-Idaho, Rexburg, ID · 66770 likes · 1208 talking about this · 70369 were here · Welcome to Brigham Young University-Idaho's official Facebook page.
- Brigham Young University - Idaho - Wikipedia, the free ...**
https://en.wikipedia.org/wiki/Brigham_Young_University-Idaho • Wikipedia • Jump to BYU Idaho · [edit] · On June 21, 2000, the LDS Church announced that Ricks College would become a four-year institution known as ...
- Pathway**
<https://pathway.idbs.org/> • However, or you may experience unexpected results. Pathway: In Partnership With BYU-IdahoPathway: In Partnership With BYU-Idaho · Help speech · SIGN IN · You've visited this page many times. Last visit: 1/3/15
- BYUI University Store - Home**
<https://www.byustore.com/> • Located in the expansion of the Monitoring Center, the BYU Idaho University Store provides laptops, software, textbooks, apparel, supplies, and more to ...
You've visited this page 2 times. Last visit: 8/30/15
- Brigham Young University - Idaho - Niche**
<https://colleges.niche.com/byu-brigham-young-university-idaho/> • ★★★★ · Rating: 3.7 · 4,238 reviews · The complete guide to BYU Idaho: in-depth student reviews and rankings on academics, housing, guys and girls, food, and more.
- BYU-Idaho Radio**
byuidahoradio.org/ • BYU-Idaho Radio provides news, campus updates, devotionals, and inspirational music to listeners worldwide.

Brigham Young University-Idaho

Private university in Rexburg, Idaho byu.edu

Brigham Young University-Idaho is a private university located in Rexburg, Idaho. Founded in 1888, the university is owned and operated by The Church of Jesus Christ of Latter-day Saints, traditionally Wikipedia

Address: 525 S Center St, Rexburg, ID 83440
Acceptance rate: 99% (2010)
Enrollment: 18,118 (2011)
President: Clark Gilbert
Phone: (208) 495-1411
Mascot: Thor the Viking

Profiles

[Facebook](#) [G+](#)

People also search for

[Brigham Young University-Polytechnic](#) [Brigham Young University-Hawaii](#) [Idaho State University](#) [LDS Business College](#) [Utah Valley University](#)

View 10+ more

Notable alumni and overview

Feedback

GRID SYSTEM

Grid System

Another way to properly utilize proximity is to design on a grid.

As you can see on the grid overlay, content is spaced equally on the columns. Using a grid spaces out sections of a website in a uniform manner.

This website is a perfect example of grid use, as the layout of the page itself resembles a grid, but this is not always the case. The main idea is to space everything at equal intervals.

Other proximity techniques are also used. Related content is organized horizontally in a hierarchy. Ample white space helps make the site navigable and user friendly.

The image shows the homepage of the website 'PIXEL DREAMS'. At the top right is a red 'menu' button. Below it is a logo consisting of a white stylized 'P' inside a red square. To the right of the logo is the text 'PIXEL DREAMS' in a large, bold, black sans-serif font. A horizontal line separates this from the main content area. In the main area, there is a block of text: 'Hello! We are the creative design super heroes. We love helping brands connect with their audience through engaging and intelligent communication design. Need rescuing? Let's talk.' Below this, there is a grid of icons arranged in a 4x6 grid. The first column has three rows of icons: a person, a star, a helicopter, a bag, a door, and a woman. The second column has three rows of icons: a bookshelf, a book, a soldier, a helmet, a hand, and a lock. The third column has three rows of icons: a lock, a star, a red object, a person, a hand, and a lock. The fourth column has three rows of icons: a person, a star, a helicopter, a bag, a door, and a woman. To the left of the grid, there are four black arrows pointing right, each labeled with a category: 'WORK', 'CREATIVE', 'EVENTS', and 'CHILL SESSIONS'. A magnifying glass is positioned over the right side of the grid, focusing on the text 'Hello! We are the digital design agency super heroes. We love helping brands connect with their audience through engaging and intelligent communication design. Need rescuing? Let's talk.' and the bottom row of icons. At the bottom left, there are two red chili peppers.

FOCUS

Brandon Webb

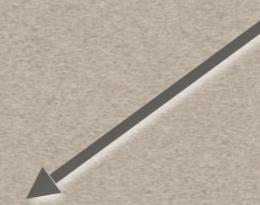
EXAMPLE WEBSITE

USING THE REPETITION
OF BOXES ALLOWS THE
VIEWER TO FOCUS ON
EACH INDIVIDUAL OBJECT

The screenshot shows three main sections of the TOMS website, each featuring a repeating box pattern:

- SHOES SECTION:** This section includes three boxes. The first box contains a black and white striped sneaker with the text "In support of men's health" and "The Movember Collection >". The second box contains a pair of dark boots with the text "Step up your look >". The third box is partially visible on the right with the text "To date, your purchases have helped us give over 3.5 million pairs of shoes." and "See how >".
- EYEWEAR SECTION:** This section features a central title "(EYEWEAR)" and a subtitle "EACH EYEWEAR PURCHASE = RESTORED SIGHT FOR A PERSON IN NEED". Below this are three boxes: one for "WORLD SIGHT DAY TOMS 10.08.15" with a "Get involved + learn more >" link, and two for "New eyewear for her >" and "New eyewear for him >".
- BAGS SECTION:** This section includes a central title "BAGS" and a subtitle "EACH BAG PURCHASE = A SAFE BIRTH FOR A MOTHER AND BABY IN NEED". It displays three boxes: one for a brown tote bag, one for a blue and green patterned duffel bag, and one for a woman holding a baby with the text "TOMS Bags purchases provide training for skilled birth attendants and the vital materials needed to help a woman safely give birth."

EXAMPLE WEBSITE



A screenshot of the boats.com website. The header features the "boats" logo and navigation links for "Find Boats", "Sell my Boat", "Reviews", "How to", and "On the Water". A search bar on the right includes filters for "All Boats", "New", "Used", "MAKE", "Eg. Beneteau, Bayliner, Chaparral, etc.", "All Types", "Power", "Sail", "All Price Ranges", and "United States". Below the header, there's a main banner with a boat and the text "Striper 270: Center Console or Walkaround? You Choose". To the right of the banner is a sidebar with "HOW TO / BUENING & SELLING Five Off-Beat Tips for Boat Buyers" and "ON THE WATER / RESOURCES Freshwater Fishing Boats". The main content area shows reviews for the Beneteau Flyer 8.8 Sundeck Video, Striper 270, and Riva 88 Florida Video, each with a thumbnail image and a brief description. On the far right, there's an advertisement for Yamaha boats.

- If you notice in this website, the boats.com logo try to focus on the purpose of boats, which is the water. The logo was designed to show the ocean.
- This may be something that a normal user would not notice, but it plays a huge role in remembering this website. It adds emphasis to the website.
- By creating focus points, users are able to understand the site better.

TYPOGRAPHY

Paul Harris

Principles of TYPOGRAPHY

The screenshot shows the homepage of www.lds.org. The top navigation bar includes links for "Scriptures and Study", "Families and Individuals", "Share the Gospel", "Inspiration and News", "Serve and Teach", and a search bar. The main content area features several sections:

- PROPHETIC TEACHINGS** (1) - A section with a red arrow pointing to "Living Prophets and Church Leaders".
- LEARN MORE** (4) - A section with a red arrow pointing to "Jesus Christ".
- HELPFUL RESOURCES** (2) - A section with a red arrow pointing to "Lessons and Teaching".
- FIRST PRESIDENCY MESSAGE** - A large image of Jesus Christ with the text "Finish with Your Torch Still Lit".
- GENERAL CONFERENCE** (3) - A section with a red arrow pointing to "What Did the Prophet Say at Conference?".
- Read, Watch, or Listen to Your Favorite Talks** - A section with a red arrow pointing to "Changes Announced".
- Three Major Changes** - A section with a red arrow pointing to "Three Major Changes".
- Conference Was About What?** - A section with a red arrow pointing to "Conference Was About What?".

WWW.LDS.ORG is an excellent example of balanced Typography.

Categories of Typeface:

According to principles of Typography Visual media should use no more than two typeface categories. This site utilizes only two typeface categories Sans Serif (1) and Slab Serif (2).

Presentation:

This site uses no Hyphenation, virtually all textual information is left aligned, and there is no hanging punctuation. The text spacing is well kerned, and the line length and height are both well balanced for the text content. Over all the site verbiage is easy to read requiring the viewers only seconds to find areas of the site that interest them.

Contrast:

The designer also used contrasting colors in the web presentation with darker backgrounds and lighter foregrounds highlighting key sections of the site (3), or lighter backgrounds with darker foregrounds to show column headings (4). The site used lighter contrasting text (5) over larger pictures as an action caption to entice the reader to review that portion of the site.

Contrast continued:

When the image was too small for contrasting text over the picture, the site used the same typeface and weight, complementary color schemed text under the picture. Lastly, the site used color contrasting (6) to break up the sections between the site articles and features.

Text Size and Weight:

Throughout the site font size and weight is used to focus the viewers' attention on key areas of that section. In the top portion of the site the action caption (5) was given more emphasis than the hyperlink section title (3). In the footer the hyperlink titles were given greater weight and size than the tag line underneath (7). This size variation and weight aids the viewer to find key information very quickly. The only centered text on the page is the subdued copyright notice in the footer (8). Its color and weight does not distract the viewer from the main site message; yet, it provides important copyright policy information essential to the site.

The screenshot shows the Mormon.org homepage with several sections and footer links. The sections include "You Have Questions; Conference Gave Answers" (with a red numbered circle 6), "Changes Announced for Presidency of the Seventy", "Three New Apostles Announced", and "Conference Was Great, Now What? 7 FHE Ideas". Below these are "QUICK LINKS" for "First Presidency Message", "Visiting Teaching Message", "General Conference", "FamilySearch.org", "Come, Follow Me: Youth Lessons", "Hastening the Work", "Find a Meetinghouse", "Find a Temple", "Stake and Ward Calendar", "Stake and Ward Directory", and "Employment Resources". A world map with a "Select a Region" dropdown is present. The footer contains links for "Mormon.org" (with a red numbered circle 7), "FamilySearch.org", "MormonChannel.org", "MormonNewsroom.org", "MormonTabernacleChoir.org", "Site Map", "Feedback", "Locations and Schedules", "Help", "Church Employment", "Church Colleges and Universities", "Gospel Library", "Mormon Channel", "lds Tools", and "All Church Social Pages". At the bottom, a red numbered circle 8 links to "Rights and Use Information (Updated 2/21/2012) Privacy Policy (Updated 3/18/2014)" and a copyright notice.

You Have Questions;
Conference Gave
Answers

Changes Announced
for Presidency of the
Seventy

Three New Apostles
Announced

Conference Was
Great, Now What? 7
FHE Ideas

QUICK LINKS

First Presidency Message
Visiting Teaching Message
General Conference

FamilySearch.org
Come, Follow Me: Youth Lessons
Hastening the Work

Find a Meetinghouse
Find a Temple

Stake and Ward Calendar
Stake and Ward Directory
Employment Resources

Select a Region
Get local news and messages from your area

6

Mormon.org 7

What LDS members believe

FamilySearch.org
Genealogical information and family history

MormonChannel.org
Uplifting video and audio content

MormonNewsroom.org
For news media

MormonTabernacleChoir.org
Mormon Tabernacle Choir recordings, videos, and events

Site Map

Feedback

Locations and Schedules

Help

Church Employment

Church Colleges and Universities

Gospel library

Mormon channel

lds Tools

All Church Social Pages

8 Rights and Use Information (Updated 2/21/2012) Privacy Policy (Updated 3/18/2014)
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ALIGNMENT

Areil Larsen

ALIGNMENT DEFINED

- Alignment is a subtle design principle. Every good website follows basic rules of alignment, meaning it is skillfully arranged to lead the viewer through the webpage. This is accomplished by arranging content on a grid, like this one taken from the Tech Republic website.
- These grids are ordered according to viewer content scanning habits. In societies like ours, where we read left to right then down, people tend to scan websites in an "F" pattern looking for relevant information. We stop at the information that catches our eye, or stands out from the rest. Proper alignment enhances a viewer's ability to find that information.
- So how do we guide our readers?
- Heavier or bolded fonts are typically viewed first, they shout, "I'm important!" There should also be a clear hierarchy, such as that in the grid shown, so that your eyes know what things are important and what they should notice, and the lines move you from one portion to the next.

Logo	Header/Nav		
	Banner Image		
Left Sidebar	Main Content		Right Sidebar
Footer			

(Image found here: <http://www.techrepublic.com/blog/web-designer/effective-design-principles-for-web-designers-alignment>)

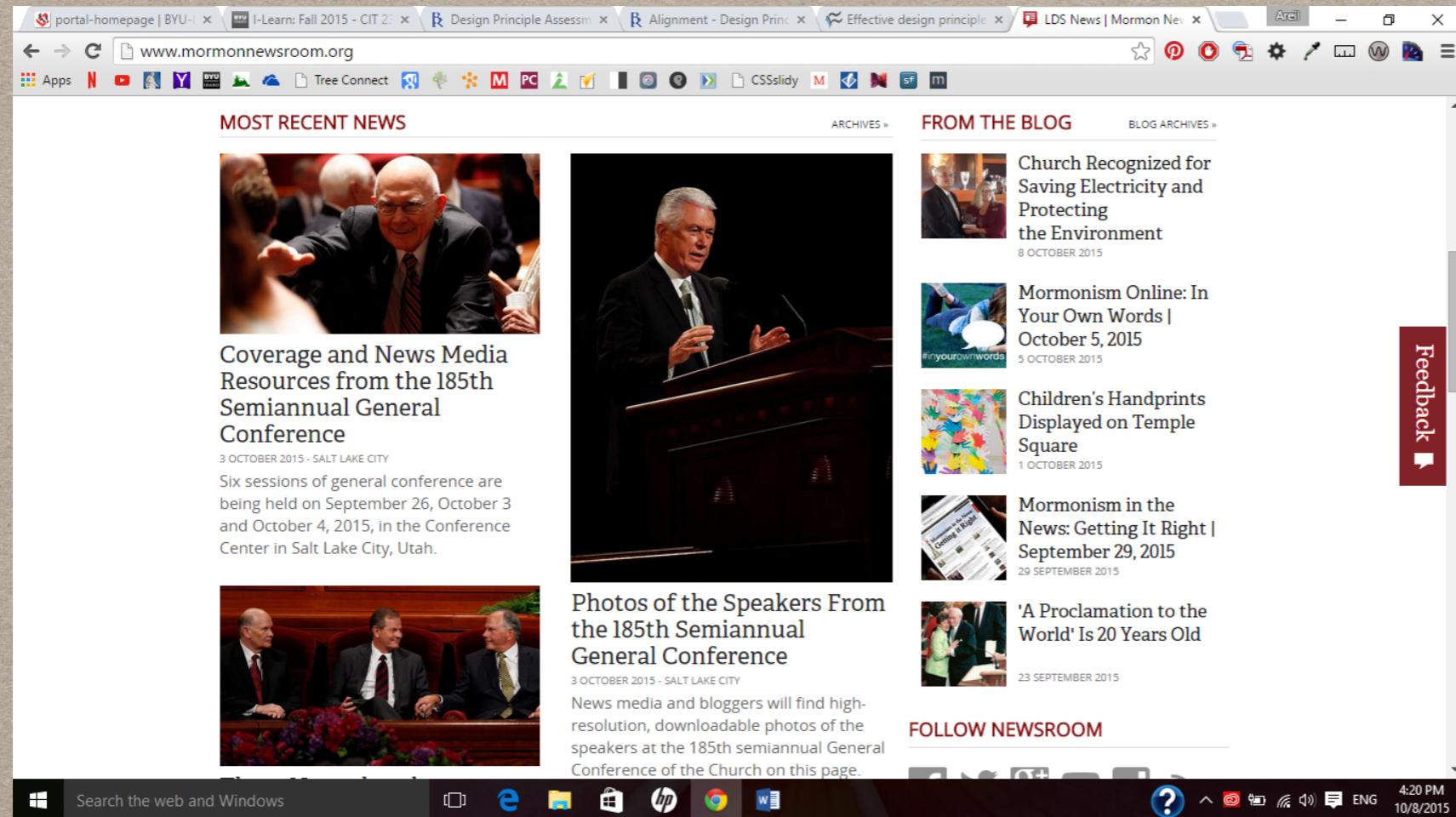
EXAMPLE WEBSITE

The screenshot shows the homepage of the Mormon Newsroom. At the top left is the Church of Jesus Christ of Latter-day Saints logo. To its right is the page title "Newsroom" and a subtitle "THE OFFICIAL RESOURCE FOR NEWS MEDIA, OPINION LEADERS AND THE PUBLIC". On the far right, there's a "Global Newsroom International" dropdown menu. The main navigation bar below includes links for "Home", "News Releases", "Topics and Background", "Leadership and Organization", "Facts and Statistics", "Multimedia", "Blog", and "Contact", along with a search icon. The main content area features a large image of two men in suits. To the right of the image is the headline "Leadership Changes in Presidency of the Seventy Announced". Below the headline is a brief summary: "Elder L. Whitney Clayton is the new senior president of the Seventy and Elder Gerrit W. Gong will now serve as a member of the Presidency of the Seventy. The Church made this announcement Tuesday, October 6, 2015." A "READ MORE" link is at the bottom of this section. To the right of the main content is a vertical "Feedback" button. Below the main image are three smaller portrait photos of men, each with a "RESOURCE ARTICLE" label and a name: "Elder Rasband", "Elder Stevenson", and "Elder Renlund".

- News related websites, like Mormon Newsroom, are great examples of alignment.
- The Church's "logo," for lack of a better word, is clearly shown in the left hand corner to show affiliation.
- The banner accompanies it to the right, showing you where you are, and the header is clearly positioned and aligned at the top. The pictures catch your eye next, followed by the bold headline, and other clear indicators for related content. Each clearly aligned along invisible lines that encase the content.

(Link here: <http://www.mormonnewsroom.org/>)

AVOIDING CONFUSION



The screenshot shows a web browser window with the URL www.mormonnewsroom.org. The page has a header with tabs for "MOST RECENT NEWS" and "FROM THE BLOG". Under "MOST RECENT NEWS", there are two articles: one about the 185th Semiannual General Conference with a photo of men in suits, and another about speakers from the conference with a photo of three men. Under "FROM THE BLOG", there are four articles with corresponding images: "Church Recognized for Saving Electricity and Protecting the Environment" (8 OCTOBER 2015), "Mormonism Online: In Your Own Words" (5 OCTOBER 2015), "Children's Handprints Displayed on Temple Square" (1 OCTOBER 2015), and "Mormonism in the News: Getting It Right" (29 SEPTEMBER 2015). A "Feedback" button is located on the right side of the blog section. The bottom of the screen shows a Windows taskbar with various icons and a clock indicating 4:20 PM on 10/8/2015.

- When columns are involved, your eyes can quickly become confused as to where they should focus.
- Although your eyes move from one article to the next on a website like this, the pictures and headlines give clear indications of where you should focus as the subtle lines move across the tops and bottoms of photos and texts.



Thank You

*Brandon Webb, Ariel Larsen, Paul Harris,
Julie Norseth, Martin Peterson*