1. a. Describe how the two sites that you chose to review exhibit the design principles of repetition, contrast, alignment, and proximity.

* www.costco.com:
  + Repetition: This webpage displays repetition in its use of colors. It basically uses the colors red, blue and white which are the logo’s colors all throughout the site. It also uses repetition in the shapes and format where similar categories are displayed.
  + Contrast: It is used through the site with the same colors from the logo. It uses blue font when there is a light background color and white font when there is a dark (blue) background color.
  + Proximity: This site places related items close together very well. It has the navigation bar separated with a different color and lower in the page there is also a jump to section with interesting links for the guest/user.
  + Alignment: The site uses mostly horizontal alignment throughout the page and then divides the different sections of the page in different rows with similar content in them.
* www.samsclub.com:
  + Repetition: This site uses repetition with their color and font selection. It uses the default black besides the logo’s colors (blue and green).
  + Contrast: Most of the content on this site is on a white background making the font colors easy to read.
  + Proximity: The site uses good space within similar content while separating it from different categories or content along the page.
  + Alignment: As the first site, this one also uses horizontal alignment all through the page dividing the different content within different rows.

It is also worth mentioning that in the first site the information is extended from edge to edge while the second page has a blank column on both sides reducing the usable size and making information a bit easier to read. It also makes it easier for the user to focus on the content instead of wondering around the site.

b. Describe how the two sites that you chose to review exhibit web design best practices. How would you improve these sites? Recommend three improvements for each site.

These two sites exhibit very well web design best practices. They have good use of basic design principles like repetition, contrast, proximity, and alignment. Both sites use consistent colors, graphics don’t seem to slow down the sites loading time. Images in the center loading page will loop for as long as the user wants (it has a play/pause option). Font sizes, colors and fonts are used consistently along both sites. All hyperlinks seem to be working. It also looks like both webpages will load and work properly in different type of browsers and older versions of the same type of browser.

Improvements for www.costco.com:

* It looks like the images in the home page take too much space and you have to scroll to see other content. I would try to accommodate it in a way that the user could see other content as well as these images.
* Blue font over white background can seem to escape the eyes sometimes. A thicker font could drive a better attention and highlight important topics in the site.

Improvements for www.samsclub.com:

* Although spacing seems good, the default font size on this site seems a little to small for the regular eye and can force people to strain their eyes. I would increase the font size or make it a bit thicker.

1. Write a paragraph that includes the URL of the website and describes how the website demonstrates the use of flat web design.

https://wearos.google.com

I believe this website uses the principles if flat design. It is a very simple UI, easy for the user to scroll through and get the information they need. It uses shadows and sizes to make items in the site pop up or stay in the background. For accessibility, the developer added a single arrow pointing down in case the user is not able to physically scroll down throughout the page. Images just appear and disappear as you scroll up and down without the need of the user interacting with them. It also uses big bold letters and different colors to make the user notice different important links and titles around the page.