Design Principles

Proximity:

This page is called Campos Coffee, www.camposcoffe.com . They use proximity throughout the hole page, always to emphasize the product. There is a good use of grouping and white space. The pictures are always big an have a box for text, that keeps the size, color and typography pattern. All this together make a good and clean design.
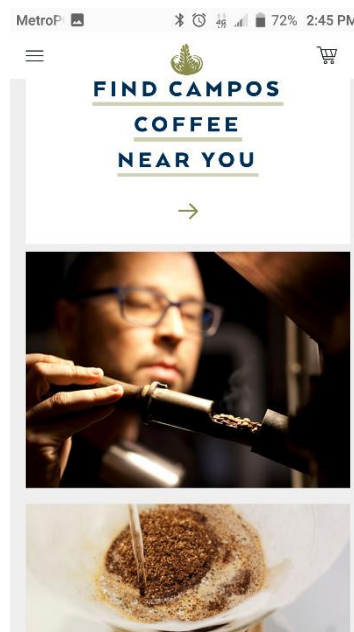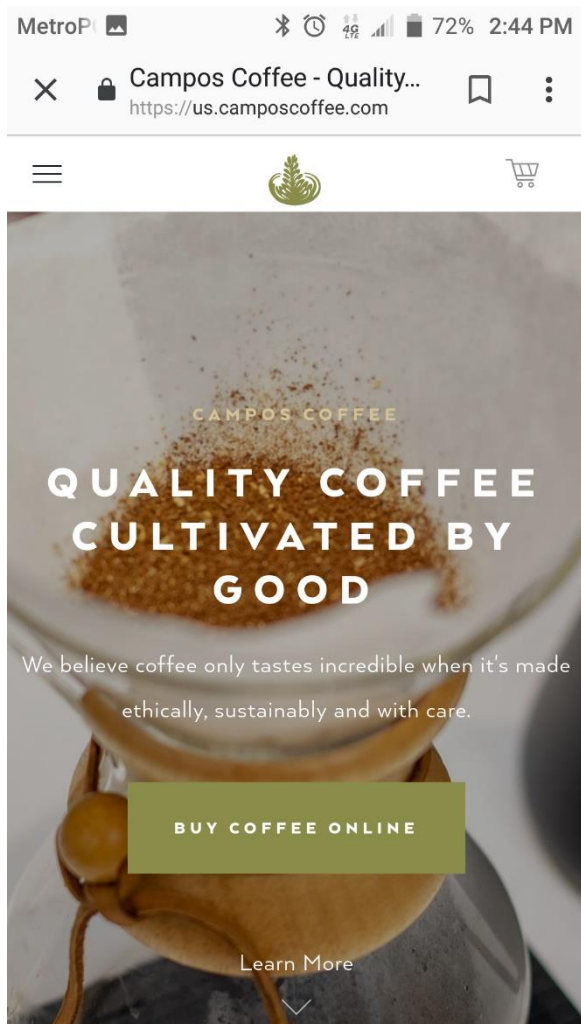
Alignment:

This age is the ESPN page, www.mediadistribution.espn.com .This is a great example of alignment, all the pictures and text are in the same position, making it super easy for the read and navigate. This alignment stablish order and give the same importance to all elements.
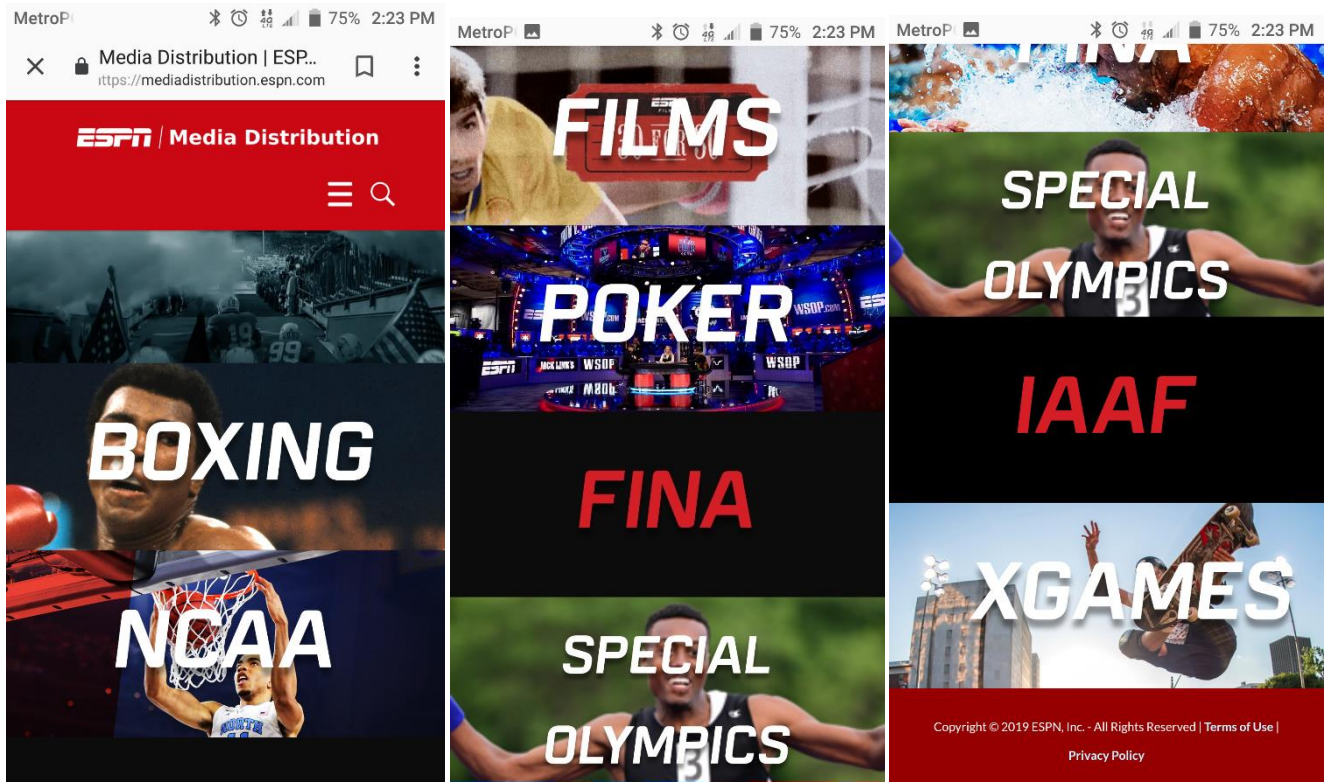
Repetition:

This site is called Toggl at www.toggl.com. They use the same layout throughout the site using a rectangular box. Even though they change the color on the picture, they use it again on the text below. They repeat the font and alignment of the text. This is a good example of a clean and simple site.
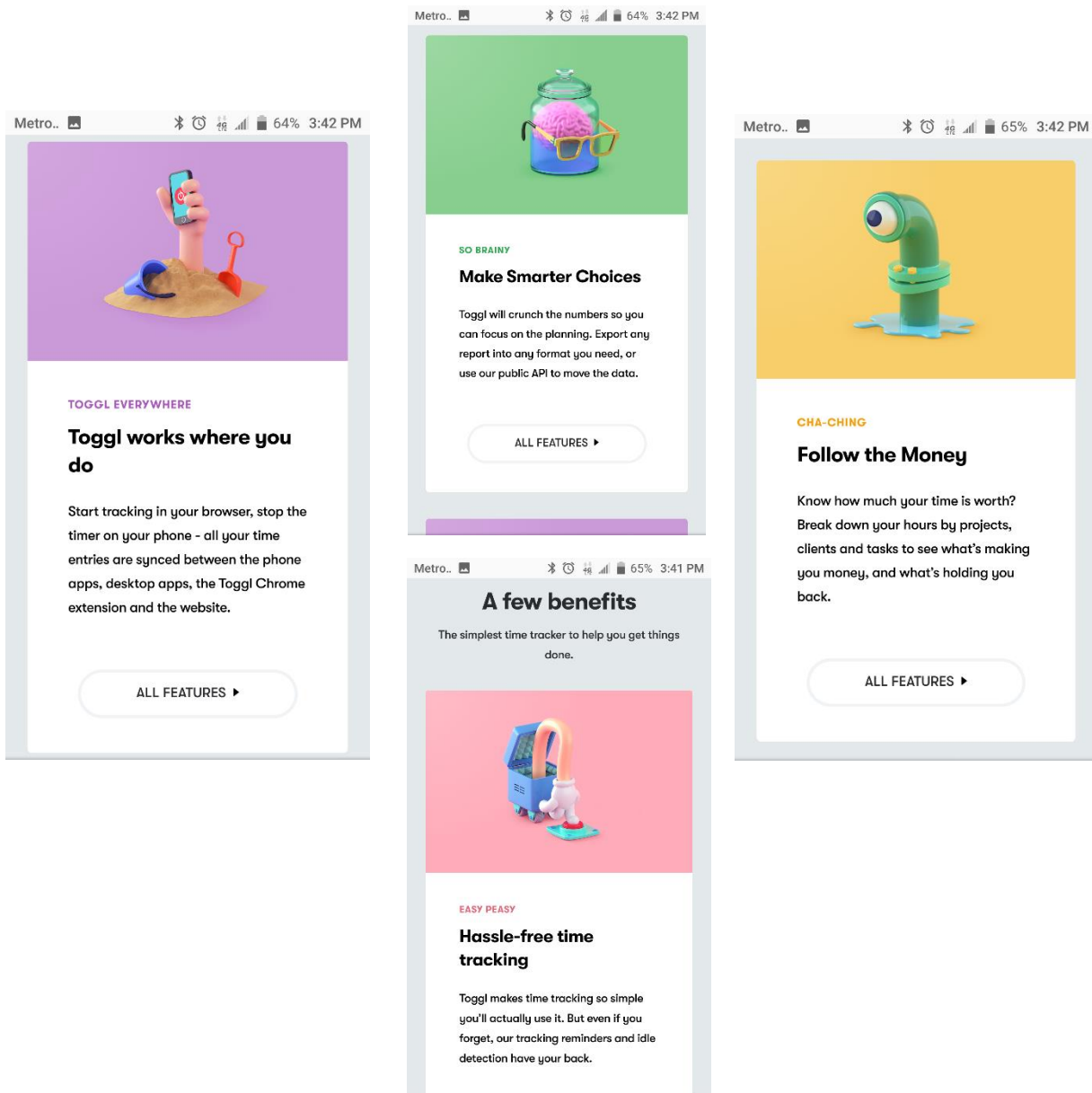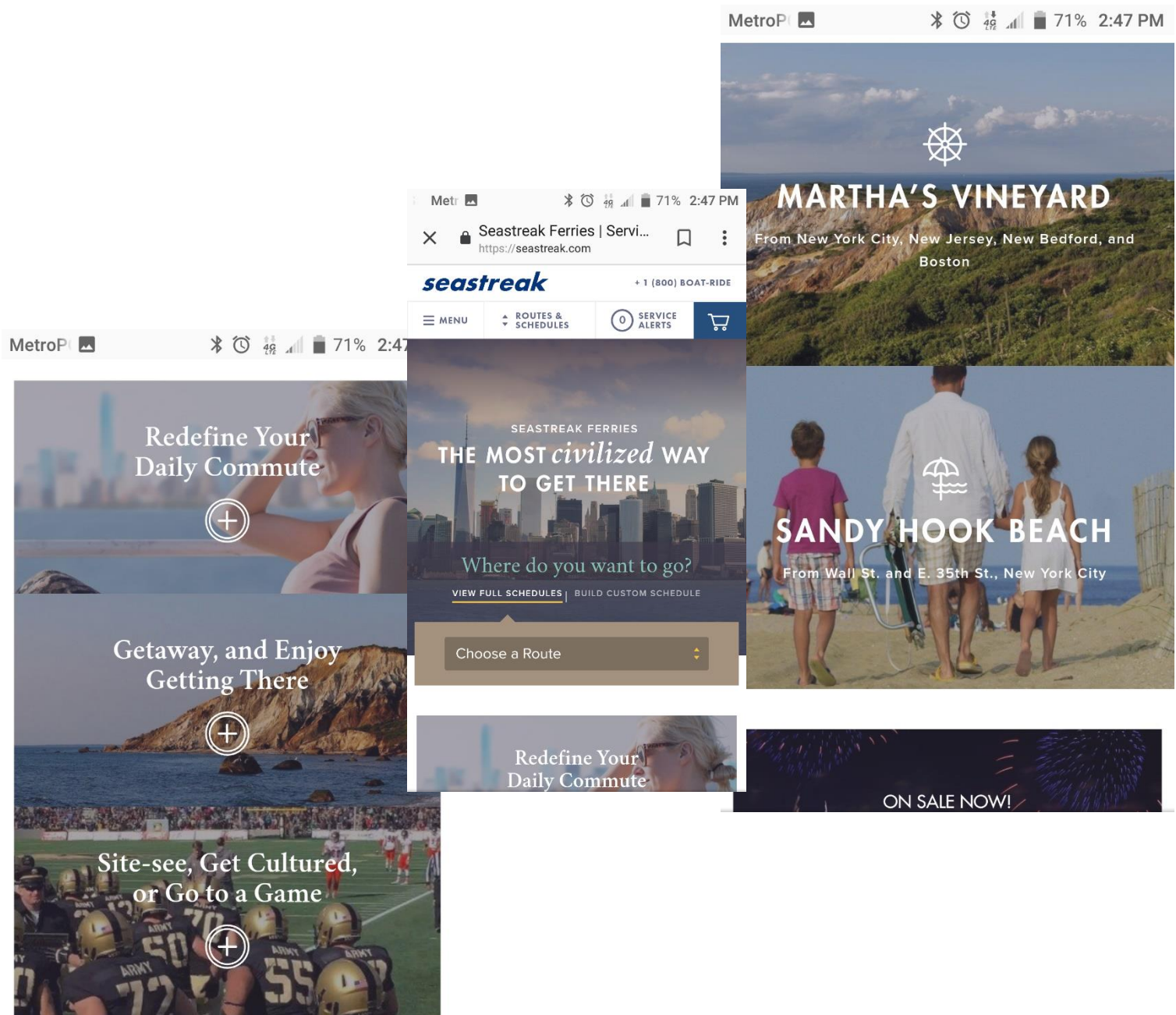
Contrast:

This is the Ocean Health Index page, www.oceanhealthindex.org. The contrast of the images and the text make the viewer notice the details of the design. They use color in the same family but in different shades to make a great emphasis in the text.

This effect attracts the viewer to see more that one object at a time.
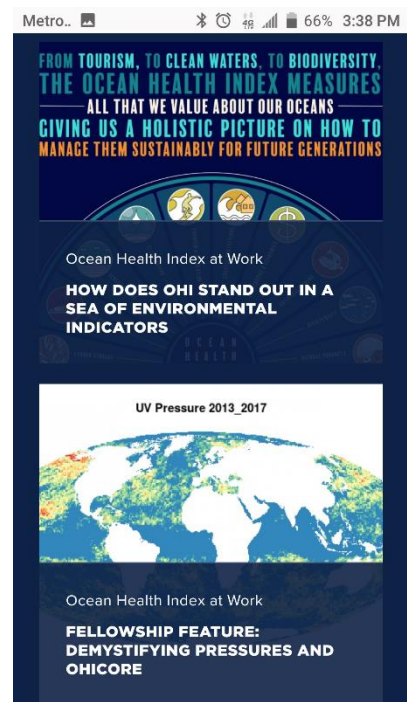
Typography:

This site is called Seastreak Ferries, www.seastreak.com. They use typography to show the viewer the different options they offer. They use different fonts, typefaces and colors. All of them give the page good readability and legibility.