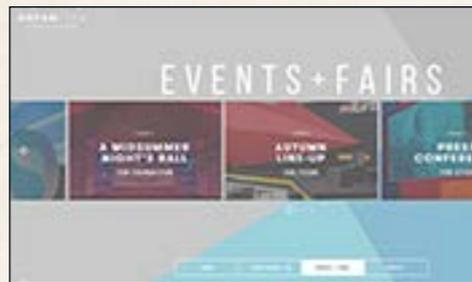
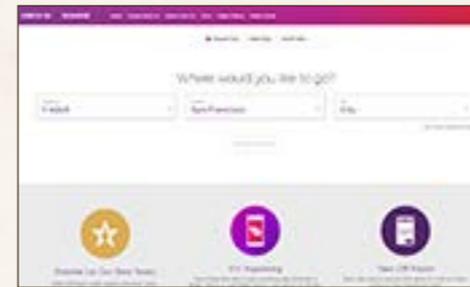
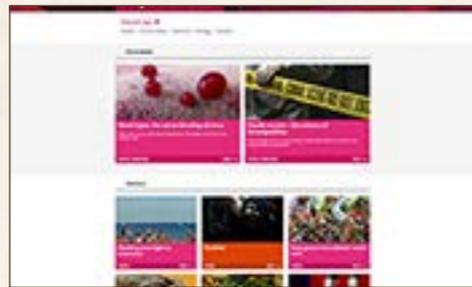


An interactive journal which demonstrates the use of ten design principles and elements on websites. Each page is dedicated to one design principle or element and contains a screenshot and an analysis of how the principle or element is incorporated into the website.

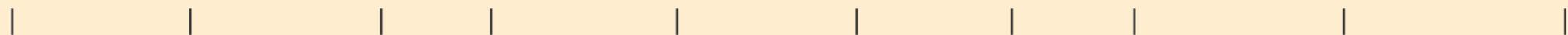


The Cold Pressed Juicery at thecoldpressedjuicery.com uses **emphasis** to showcase images of their products. On their home page, the image of the juice and the text next to it are the focal points of the page. The focal point conveys the most important point to communicate; the juices are raw, organic, and cold-pressed. In fact, this message is repeated twice in two paragraphs on the home page both above and below the fold.

The "Juice Cleanse" page features a large image on the top of the page which is the focal point of the page. It is followed by a several paragraphs of text which is nicely broken up by generous leading and by contrasting font styles. The Blog page also uses large images as focal points. The text next to the article title is the secondary focal point of the Blog page.

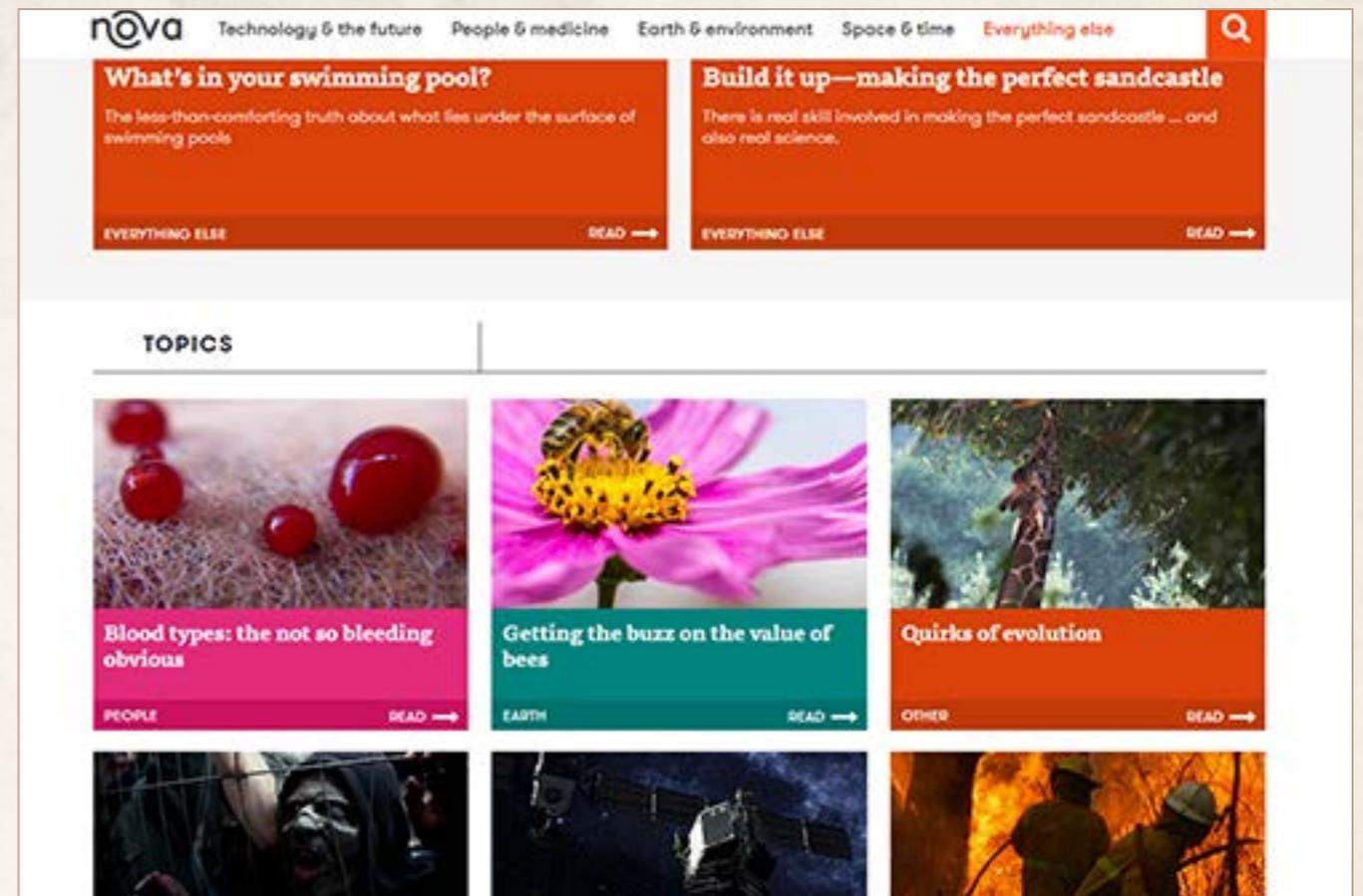


Emphasis

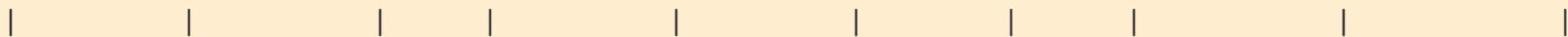


The Nova website at nova.org.au uses a grid on each page and is a good example of a website effectively using **alignment**. Each page contains articles on a different topic. Each article link is embedded in a photographic image and the title below. The grid is set up to display two or three columns which are justified to each edge. The four columns in the footer also is justified to the left and right column edges. The gutter between the articles is the same width on all pages. On a few pages, the first two articles are displayed with a small margin on the left and right sides.

I did find what I think is a small bug. Underneath the topics on each page, a button allows the user to load more stories. That button, on my PC, is indented on the left but displays past the right edge and seems to unintentionally breaks the grid.

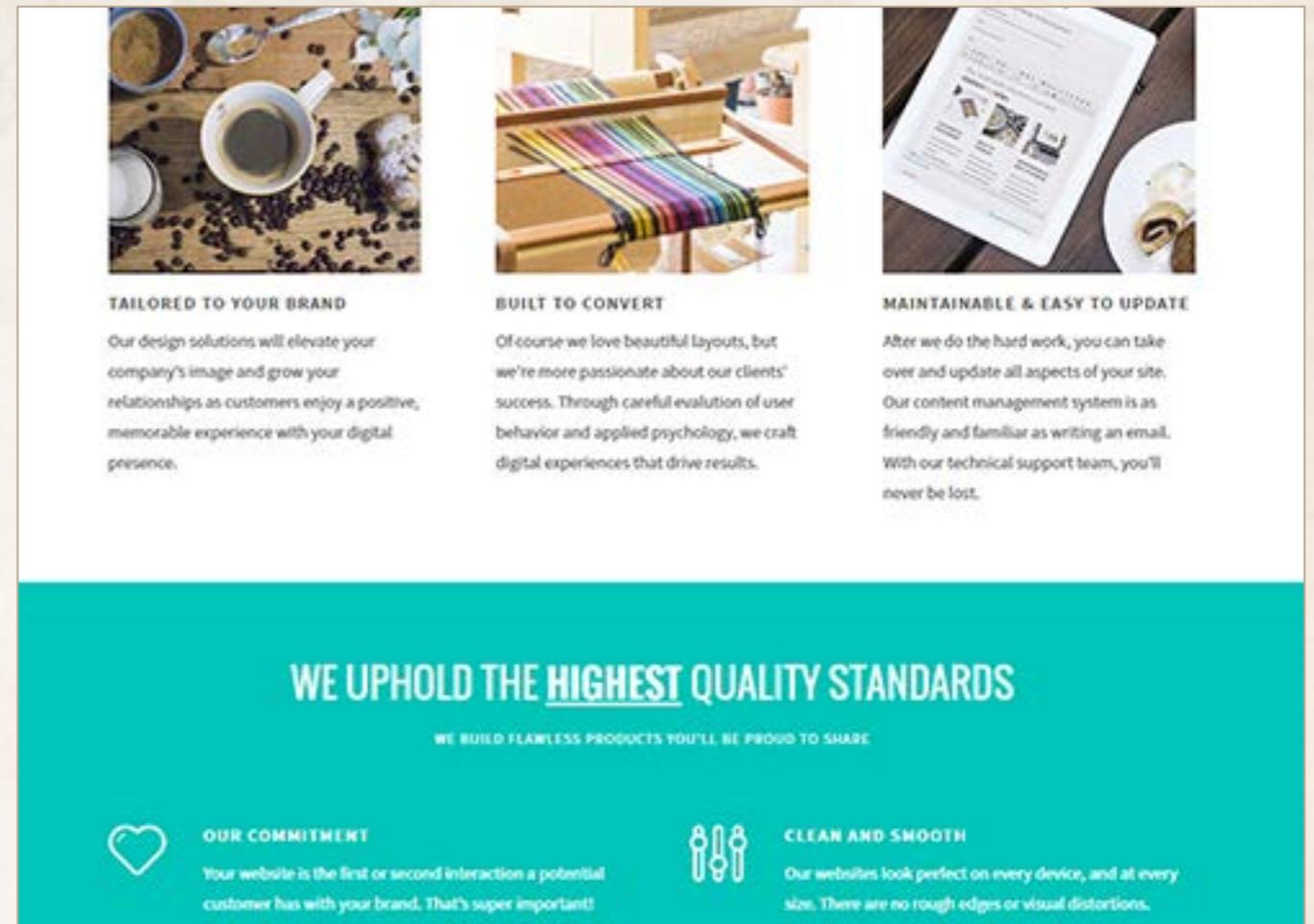


Alignment



Bitcookie.com uses a **grid** to create a balanced and aligned website. The header on each page consists of a large photograph with a color overlay to mute the image. This allows the text to pop and become the focal point of the header.

The information below the header is contained in a grid of one to four columns with alternating text and images. The grid achieves a consistent alignment, yet there is enough contrast in the layout and content to keep the pages visually interesting. Content is displayed in one to four columns on each page. Text and images are interspersed which creates contrast and visual interest. Content that is placed in one large column across the page is center-aligned and not left-aligned like other content. This also adds contrast and interest. The placement of an image of a building near the right edge of the Contacts page breaks the grid.



The screenshot displays a website layout with a grid structure. The top section features three columns of content, each with a small image and a text block. The first column has an image of coffee beans and a cup, followed by the heading "TAILORED TO YOUR BRAND" and a paragraph. The second column has an image of a colorful loom, followed by "BUILT TO CONVERT" and a paragraph. The third column has an image of a tablet displaying a website, followed by "MAINTAINABLE & EASY TO UPDATE" and a paragraph. Below this is a teal footer with the text "WE UPHOLD THE HIGHEST QUALITY STANDARDS" and "WE BUILD FLAWLESS PRODUCTS YOU'LL BE PROUD TO SHARE". At the bottom of the footer are two columns: "OUR COMMITMENT" with a heart icon and "CLEAN AND SMOOTH" with a person icon.

TAILORED TO YOUR BRAND
Our design solutions will elevate your company's image and grow your relationships as customers enjoy a positive, memorable experience with your digital presence.

BUILT TO CONVERT
Of course we love beautiful layouts, but we're more passionate about our clients' success. Through careful evaluation of user behavior and applied psychology, we craft digital experiences that drive results.

MAINTAINABLE & EASY TO UPDATE
After we do the hard work, you can take over and update all aspects of your site. Our content management system is as friendly and familiar as writing an email. With our technical support team, you'll never be lost.

WE UPHOLD THE HIGHEST QUALITY STANDARDS
WE BUILD FLAWLESS PRODUCTS YOU'LL BE PROUD TO SHARE

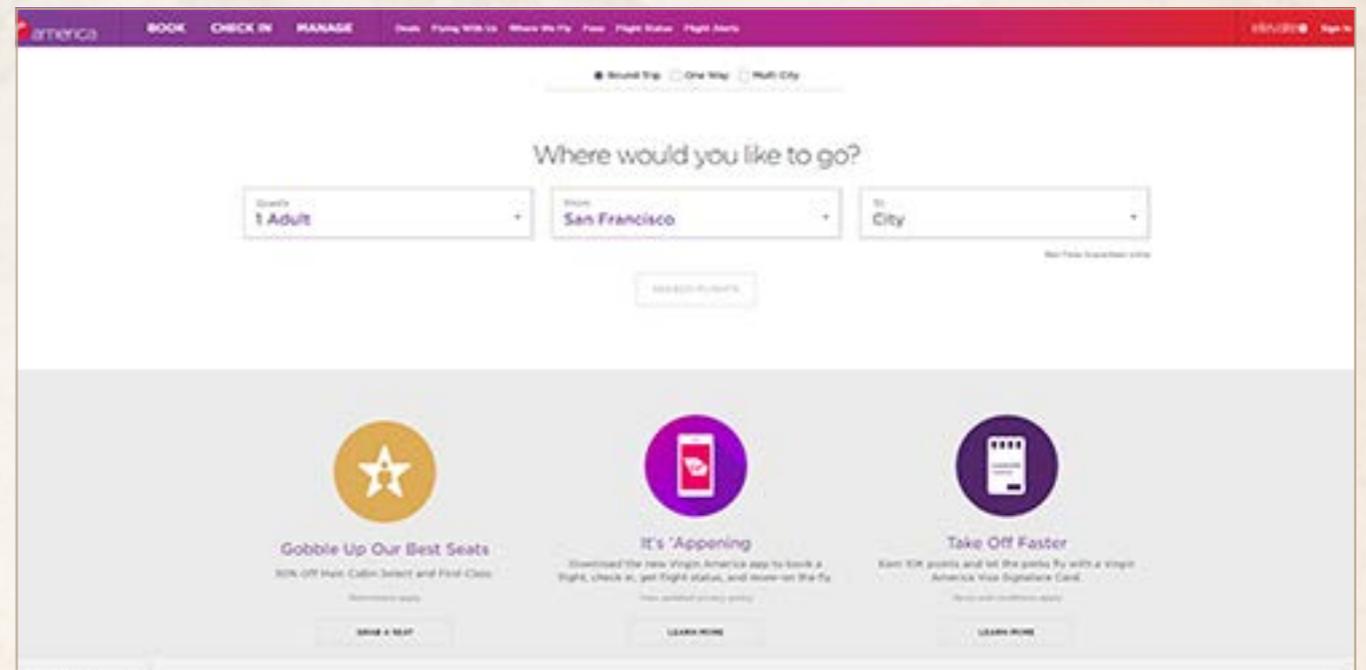
OUR COMMITMENT
Your website is the first or second interaction a potential customer has with your brand. That's super important!

CLEAN AND SMOOTH
Our websites look perfect on every device, and at every size. There are no rough edges or visual distortions.

Grid

Repetition is a design principle that is incorporated into many websites. Virgin America's website at virginamerica.com uses repetition throughout the site, while also using design principles and elements such as proximity and whitespace.

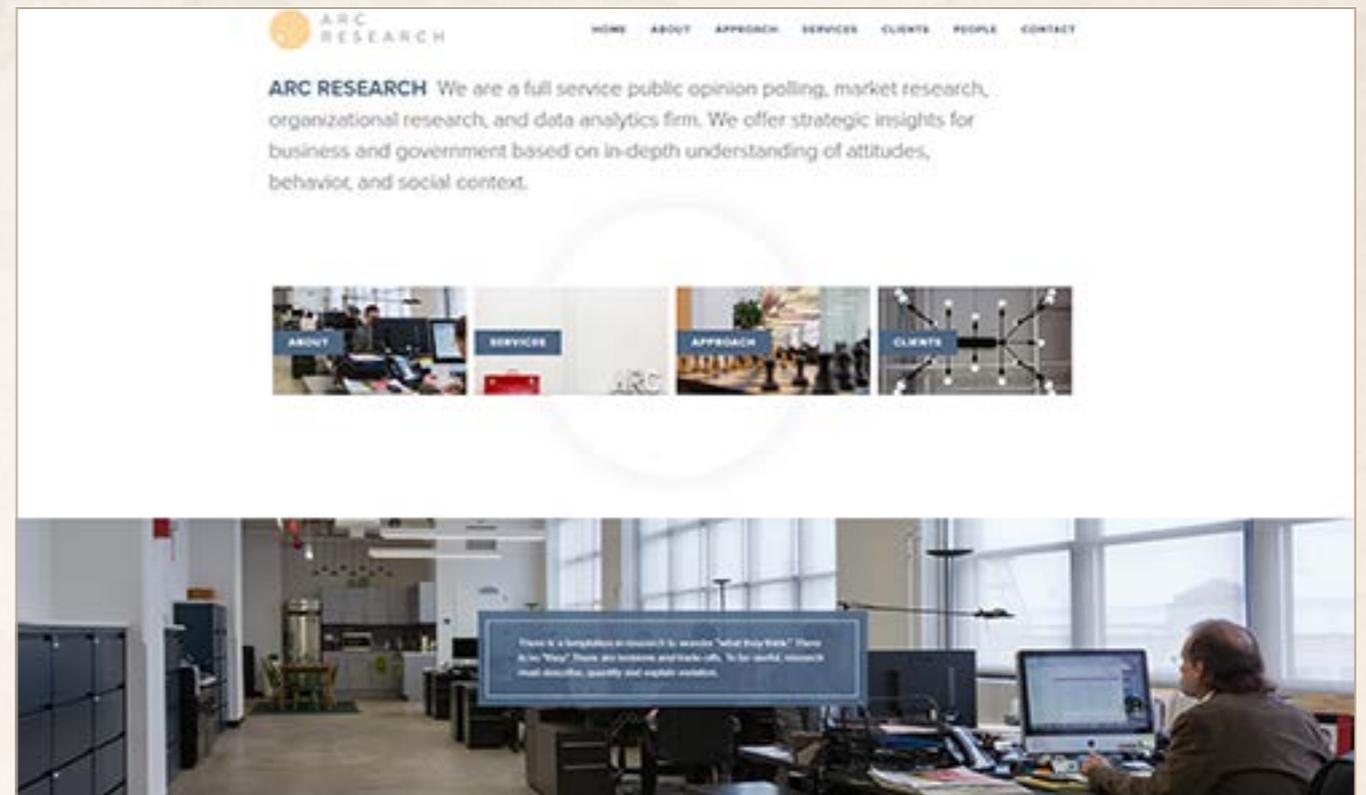
The same fonts, colors (purple, red, white, and black), and similar icons are used throughout the site. The navigation bar remains in the same position at the top of each page throughout the site. The user input text boxes have a similar look on all pages. The most important content is the focal point of each page and is positioned at the top of the page. Secondary information is placed below the primary content. Using repetition makes a website interface user-friendly and easier to use which is critical for an e-commerce website.



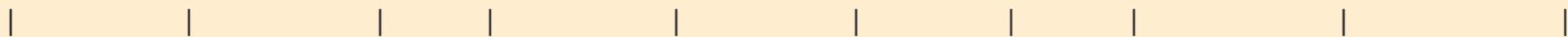
Repetition

The website of Arc Research, a marketing and analytics company at arcllc.com, is the site I chose as an example of the successful use of **proximity**. Related content on each page is grouped together and is separated from non-related content through the use of whitespace and color. The grouping of related content and the very visual separation of the non-related content allows information to be presented and digested in small chunks which doesn't overwhelm the visitor.

Splashes of bright colors are used sparingly throughout the site which adds nicely to the color palette. The bright colors add contrast and visual interest without sacrificing the professional look and feel.

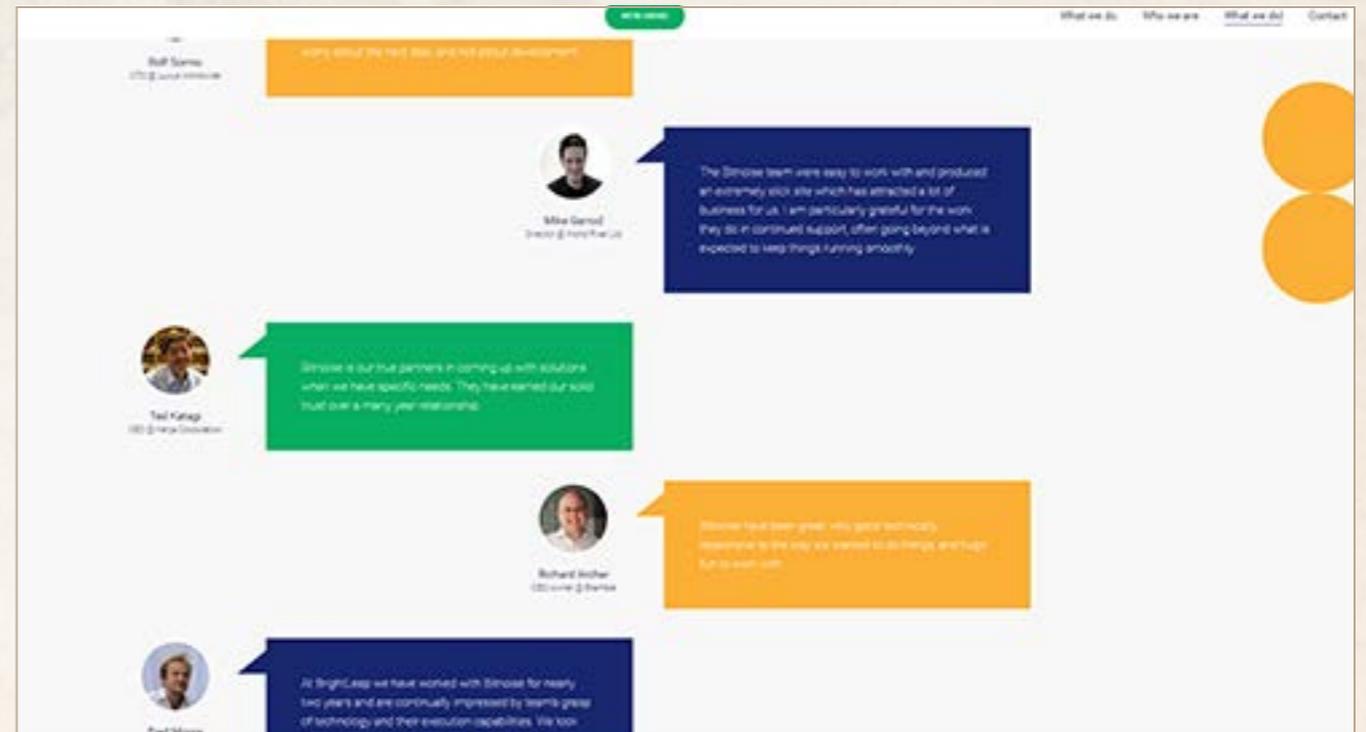


Proximity



Bitnoise at bitnoi.se is an example of a website that is **balanced** asymmetrically. Various shapes in primary colors are displayed throughout the website which adds a fun side to the serious subject of software development. Using playful and colorful shapes gives the same consistent message as the quote from Walt Disney on the home page — “It’s kind of fun to do the impossible.”

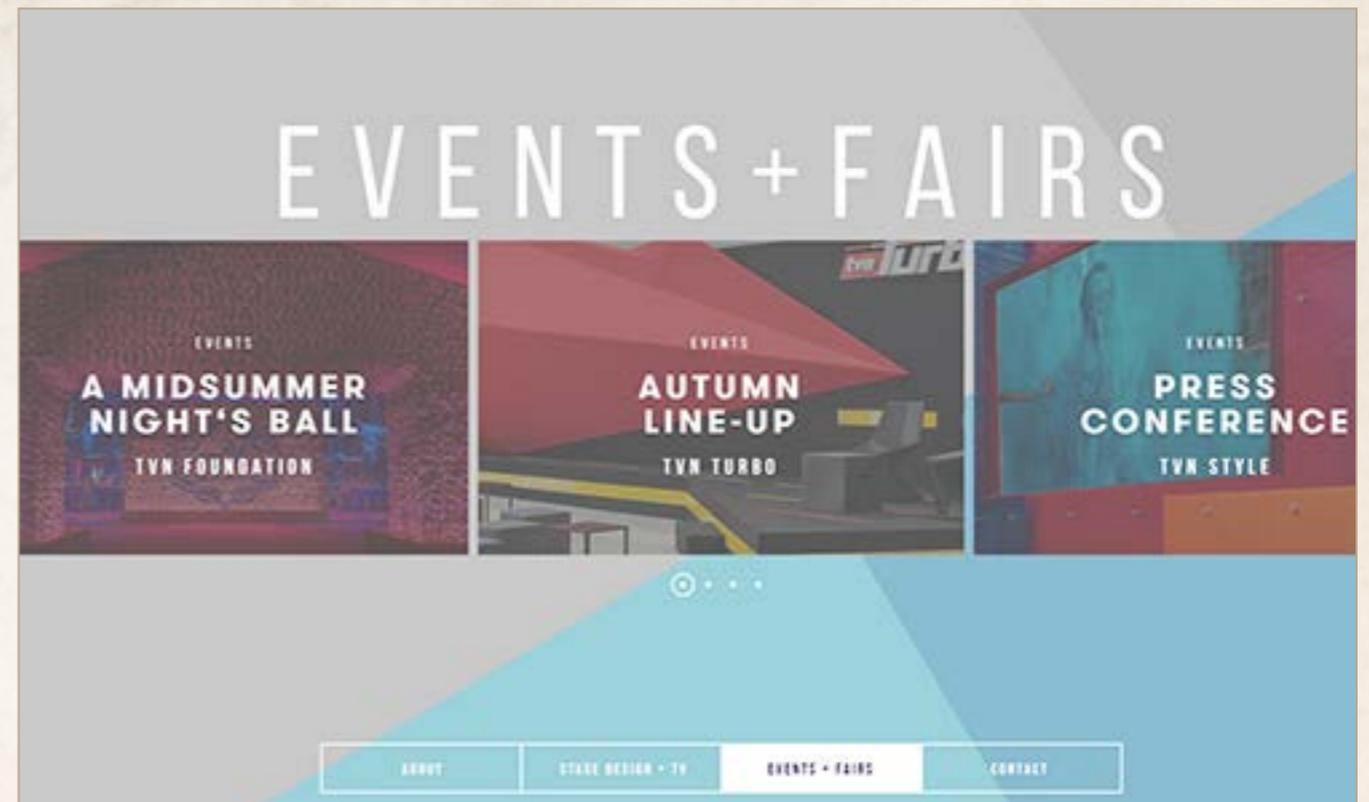
The website is left-aligned which is one reason why the site is asymmetrically balanced. The shapes are also placed asymmetrically on the pages. Some content is displayed symmetrically such as the content on the “What We Do” and the “What We Did” pages, but the shapes on those pages balance the pages asymmetrically. Balancing content symmetrically and asymmetrically helps keep the website balanced overall.



Balance

Katarzyna Konkowska is a stage and exhibition designer. Her Dreamteam website at dreamteam.pl beautifully uses visuals, movement, and **color** to create a stunning website. The muted blue, gray, and white background colors fit well with the photographs on the pages. The photographs have a gray overlay on top which desaturates the colors. The background and photo colors create harmony and make a very nice color palette. Without the gray overlay, the colors in each photo might clash with the colors on the page.

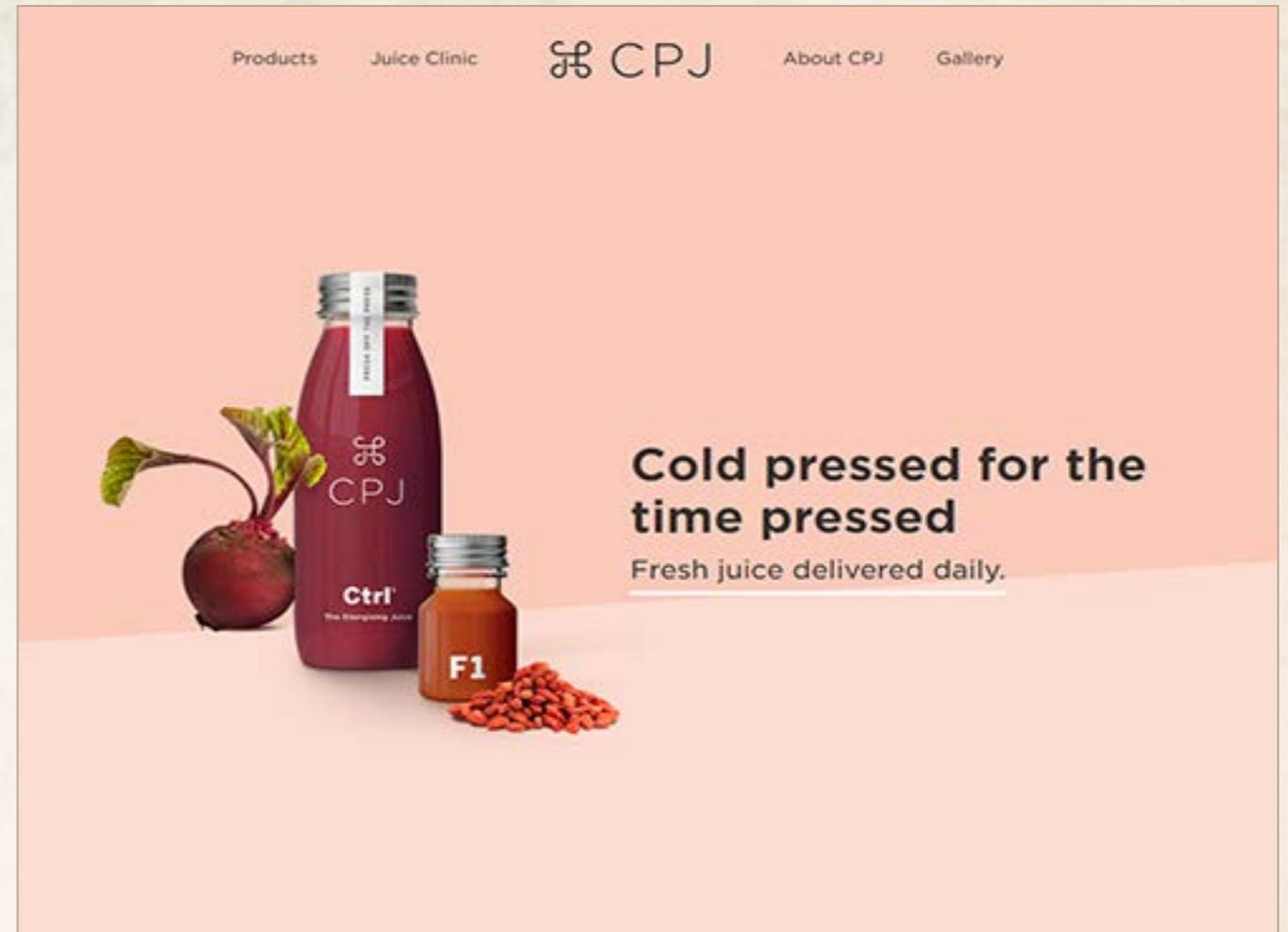
The site uses white text which fits in well with the color palette. A darker color would not work as well. However, there is low contrast between the white text and the background colors although the text is still readable. I think the contrast between the text color and the background colors can be improved. For example, the navigation link to the current page uses dark text on a white background and is much more readable.



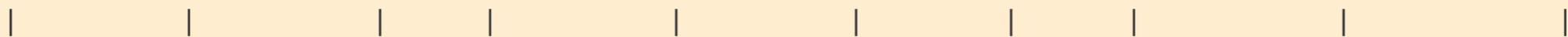
Color

Cold-Pressed Juice (CPJ) makes ample use of **whitespace** on their website at cpj.co.uk. Whitespace is used to place emphasis on the focal point of each page. The focal point of most pages is an appealing photo of one of the juices and large text next to it. Your eyes easily flow from the image to the text and then to the navigation bar at the top of the page.

The whitespace is nicely composed of two similar colors which adds visual interest. The white line below "Fresh juice delivered daily" places extra emphasis on that sentence, and it also blends in nicely with the surrounding whitespace. Most of the other pages in the website also feature a product image as the focal point of the page next to a similarly sized short paragraph of text surrounded by whitespace. This website is easy to look at and pleasing to view. It does not overwhelm the visitor with a lot of information. The website communicates the most important selling points of their products. It communicates how fresh the juices are and lets you know that they can be delivered daily. It lists prices, and provides call to action buttons.

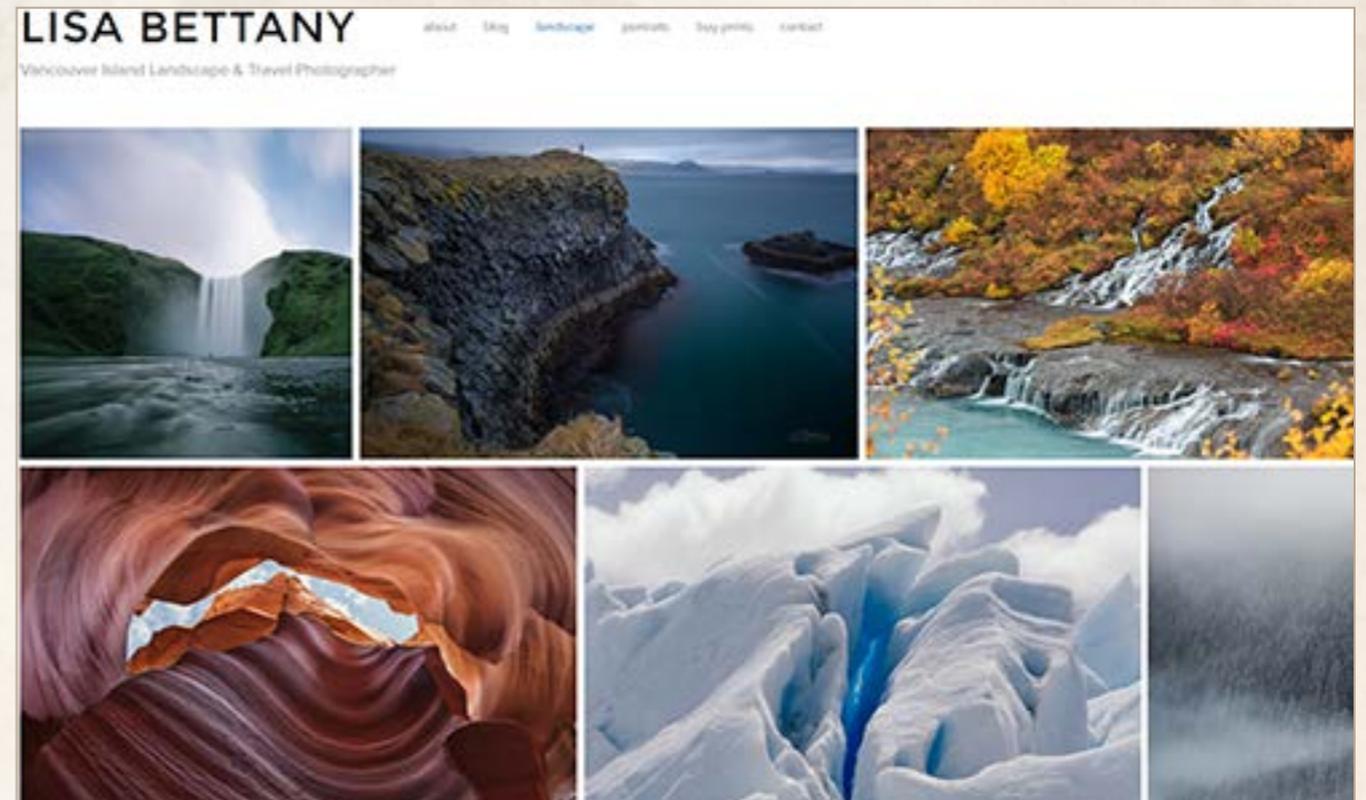


Whitespace



Photographs are an important design element used in many websites. **Photography** plays an especially important role in certain types of websites such as the portfolio websites of photographers and fashion designers. The website of photographer Lisa Bettany at lisabettany.com showcases her work through the heavy use of photography.

The minimal header conveys the necessary information. Below the header on most pages are photos that she has taken which are nicely arranged in an asymmetrical grid. Although there are many photos on each page, the colors work well together and don't clash. The photos are large enough for the viewer to appreciate the quality and visual beauty of the photographs. The site is responsive and when the screen is made smaller, the number of columns is reduced. This allows the images to be displayed as large as possible for the screen size.



Photography

Railsware at railsware.com is the website I chose as an example of the successful use of **illustration** in web design. The company designs and develops mobile apps and web solutions. They also provide other services such as technical audits.

The home page features a large and interesting image that is part photo and part illustration. The image and the section title are the focal points of the page and are surrounded by whitespace. Below the fold on the home page are descriptions of the various services that Railsware offers. Each description features a CAD-like illustration and a paragraph describing the service. The images have a technical feel which is appropriate for the types of services that the company offers. The illustrations on their "Case Studies" page are simpler than the more technical illustrations used throughout the rest of the site but they are still well done and interesting. Illustrations are an appropriate choice to use for the website of a company providing less visual technical services.



Illustration