**Web Design 2 Video Viewing Guide  
Four Principles of Design, It's all CRAP - 2GeeksThinking**

From <http://www.youtube.com/watch?v=pfasvsJ2mbU>

The four “rules” for design are:

C\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ R\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ A\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ P\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

These help you lay out elements on a page (webpage, document, etc.)

1. C\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
   * It is all about identifying where to look first, second, third and last
   * A website with a CTA (\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_) should really draw the person to the CTA feature
   * “Hot colors” are \_\_\_\_\_ and \_\_\_\_\_\_\_\_\_
   * The whole principle is that users know where to look and it leads to \_\_\_\_\_\_\_\_\_\_\_ in user experience
   * They can scan \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ much easier and identify areas that are special
2. R\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
   * Used between a header and footer, \_\_\_\_\_\_\_\_\_\_\_ repetition shows start and end points
   * This can speed up \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for the user
   * You create a cohesive look or \_\_\_\_\_\_\_\_\_\_\_ on the website
3. A\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
   * The most basic example is the use of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
   * Columns create strong vertical lines
   * Even columns mean content is evenly important
   * More important columns have fatter headings and \_\_\_\_\_\_\_\_\_\_ column width
   * Concept of alignment—the page is easier to read
4. P\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
   * Makes many elements into one
   * Grouping objects or like concepts
   * You can use anti-proximity (\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_) to show less relation
   * Title and subtitle are related to each other and should be proximate

**Web Design 2 Video Guide  
Design Principles: Contrast, Repetition, Alignment, Proximity**

From <http://www.youtube.com/watch?v=AEt4wAllxAc>

**Contrast:**

Think about the emphasis and balance on the webpage. How does a user know what is and is not important?

Contrast—What it does

* Create \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Demands attention
* Creates a \_\_\_\_\_\_\_\_\_\_ point
* Differentiates elements
* Creates a hierarchy on the page
* Directs your attention around the page creating a visual \_\_\_\_\_\_\_\_\_\_

Contrast—How do to it

* Use \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to make focal point stand out (dark/light, large/small, far/near, smooth/rough, etc.)
* Use shapes, color, text, graphics, and size

Contrast—Tips

* Don’t be afraid
* Make important things big, make less important things small
* If two objects are \_\_\_\_\_\_\_\_\_\_\_\_, make them look similar
* Create contrast between background and \_\_\_\_\_\_\_\_\_\_\_\_
* Links are a form of contrast (should stick out in some way)
* Know what is too much—don’t create visual distraction

**Repetition:**

Repeat common elements to increase the usability for users—be consistent.

Repetition—What it does

* On a single page, creates \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, interest, and unifies elements on the page
* Across a site, establishes a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ graphic identity or branding; makes the site memorable; and allows users to feel in control and comfortable about navigating the site

Repetition—How to do it

Repeat visual elements across the site

* Include a link back to \_\_\_\_\_\_\_\_\_\_\_\_
* Create a uniform \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ scheme with a limited color palette
* Using a consistent \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ on each page

Repeat: colors, illustrations, layout, typography, logo, and branding

Repetition—Tips

* Use a layout grid
* Establish a style and repeat (for headings, on other pages)
* Think outside of the page and repeat elements \_\_\_\_\_\_\_\_\_\_\_-wide
* Think about function when picking elements to repeat (put things in the same places across the site)

**Alignment:**

* This gives a clean and sophisticated look, makes the page look designed, organizes the page, helps the user scan the page, and provides invisible lines that help guide the user
* Every element should have some visual connection with another element on the screen

Alignment—Tips

* Centered blocks can be good, but centered text can be \_\_\_\_\_\_\_\_\_\_
* Emphasize natural alignments
* Align vertically and horizontally
* Indent text to reduce long, hard-to-read lines
* Use a layout grid
* Think about \_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Remember the Rule of Thirds

**Proximity:**

When items are close together, they form one visual unit; this helps organize information and reduce clutter

Proximity—How to do it

* Group related elements together
* Use \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ space to communicate elements differ
* Pay attention to space between objects, their position, and distance between objects and the edge of the page

Proximity—Tips

* Group common \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Headlines should be close to what they relate to
* Reduce space between text and graphics that belong together
* Use \_\_\_\_\_\_\_\_\_\_\_\_\_ space