

"PEOPLE WILL  
STARE. MAKE IT  
WORTH THEIR  
WHILE"

-HARRY WINSTON-

## WEBSITE CRITIQUES

### *Pre and Post Assessment for Web Design Principles*

This assignment will help document your improvement on the understanding of Web Design and Photography principles.

#### **Directions:**

**Step 1:** Create a new google doc titled **Intro. Web, Design Principles Assignment** to be shared with [lcullen@natickps.org](mailto:lcullen@natickps.org) when you complete step #2.

**Step 2:** Before learning about Web Design principles, document your prior knowledge. Find one Website, which you find to be visually attractive (or unattractive!). Take a screenshot (shift+command+4) of the site and insert the screenshot into your Google Doc. Under the screenshot, make a claim about the successfulness of the site and support your claim with evidence. Your claim can be made in 2-4 sentences (no max.)

**STOP HERE, STEP #3 TO BE COMPLETED AT A LATER TIME**

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**Step 3:** Learn about Web Design and Photography Principles here: [Video](#) and here: [Web Design and Photography Principles](#) (together in class)

Analyze how websites use or break the rules provided for each of the five design principles. Make sure to give specific examples of how each of the following is used:

1. **Proximity** - How do you see it used (or not used)? Does the website use it effectively? Why/why not.
2. **White space** - How do you see it used (or not used)? Does the website use it effectively? Why/why not.
3. **Alignment** - How do you see it used (or not used)? Does the website use it effectively? Why/why not.
4. **Contrast** - How do you see it used (or not used)? Does the website use it effectively? Why/why not.
5. **Repetition** - How do you see it used (or not used)? Does the website use it effectively? Why/why not.

**The goal is to show that now you can recognize effective design AND explain in detail why it works/doesn't work!**

**Step 4:** Revisit your "**Design Principles Assignment**" document and using a different color font, rewrite your assessment of the website to make a claim about the successfulness of the site and support your claim with evidence using the vocabulary learned in class.

**Grading: 100 points total**

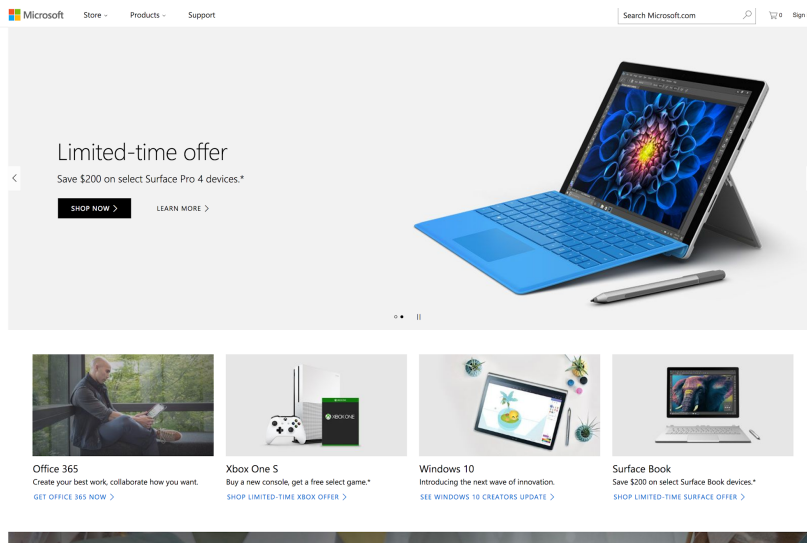
NAME:

<b>Pre and Post Assessment for Web Design Principles Rubric</b>						<b>/100</b>
<b>Website Image</b>						___/25
<b>Website Critique: 100 pts (see below)</b>						___/75
	<b>25</b>	<b>20</b>	<b>15</b>	<b>10</b>	<b>5</b>	
<b>Claim</b>	The text introduces a compelling and original claim about the work that is clearly arguable and takes a purposeful position about the work.	The text introduces a claim that is arguable and takes a position.	The text contains an unclear or emerging claim that suggests a vague position.	The text contains an unidentifiable claim or vague position. Minimal ideas, concepts, info.	No attempt at making a claim.	___/25
<b>Design Principles Vocabulary</b>	Five design principle vocabulary words are used.	Four design principle vocabulary words are used.	Three design principle vocabulary words are used.	Two design principle vocabulary words are used.	One design principle vocabulary words are used.	___/25
<b>Interpretation</b>	The use of design principles are described in detail with evidence, to support the claim. An in-depth analysis of each design principle is given that demonstrates the student understands what the design principle is, and the various ways it can be applied effectively or ineffectively.	The use of design principles are described with evidence. The student demonstrates understanding of what the design principle is, and provides a least one specific example of effective or ineffective use for each.	Evidence provided is vague or generic for some design principles.	Evidence provided is vague or generic for most design principles.	Little or no specific evidence is provided.	___/25

## Examples:

(You may **not** use either of these example pages in your assignment!)

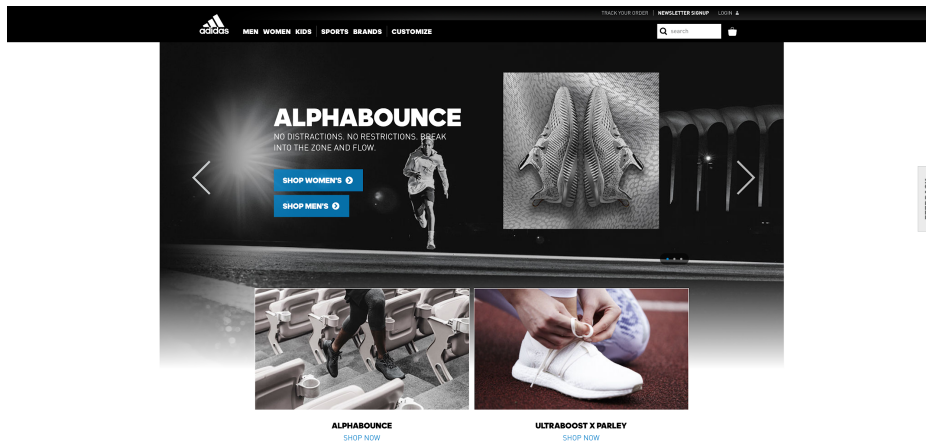
### Example #1 of 2:



Page layout is neat and perfectly aligned. It also incorporates a minimalist idea where page is simple but yet beautiful.

Contrast is good. Text is black / grey / blue which allows for an easier time reading because it stands out. Products also stand out from the white background due to their color. Repetition is good, font and spacing are same throughout. Images are also repeated at the bottom. Alignment is good because font is left aligned everywhere on the site. Proximity is great as the spacing is the same throughout the site. Products such as xbox one s and windows 10 are grouped together in the same proximity which helps draw the reader to the section of products.

## Example #2 of 2:



The adidas site relies heavily on images and they use a single color palette to display this by focusing on black and white and made most important buttons and photos color so viewer would be more focused on them.

Contrast is actually not too good. Color for text and background are similar, along with photos have same color palette as the background which impairs the readers viewability. The only good use of contrast is the blue buttons which stand out from the color lacking photos in the back. Repetition is decent, font style is the same through however instead of sticking with a low saturation art style, one photo has color while other are more black and white oriented. Alignment is okay. Not universal though, noting that the "Alphabounce" text is left aligned while the bottom photos are center aligned which is poor due to the mix of alignments being used. Although in this situation it works with the photos which are also center aligned. Proximity is good, items are properly grouped together so one can separate the alphabounce add with the products listed below.