



The website I am choosing to exhibit is www.shutterfly.com.

Layout: Although there are symmetrical components, the overall layout of the page is clearly asymmetrical. However, visual balance is achieved by the following design principles...

Unity. This site used repetition in color to unify the design. A limited selection of red, orange and gray are used throughout the home page and the site. The site also uses the same font throughout, adding to the visual unity..

Use of Grid. This website makes obvious use of grids by actually drawing boxes around their content. The boxes are not all the same size, but they are aligned with each other.

Proximity. Headlines are close to the content in which they describe (close in proximity) Another example is the membership form. This area contains a lot of text and fields. But since they are grouped together (close in proximity) the membership form area works as a single unified unit.

Repetition. The use of squares is repeated throughout the design. So is the use of similar colors. The overall gray shading in the background unifies the entire site.

Contrast. This site used contrast in size and color to create interest. The large book in the middle contrasts the smaller objects and text. The bright red and orange is contrast to the neutral white background and gray text.

Isolation. This principle is use in the lower right corner. The Free Shipping is surrounded by blank white space. The isolation separates this component making it easier to see.

Visual Hierachy & Eye Movement. The large red book is the focal point of the home page – the first element the eye sees. To me my eye moves to the left to the large type, then down to the rest of the content. Kind of a zia-zaa eve movement.