

Name: _____

1. There are many web sites that contain lists of design principles and tips on good web site design. Go to the following sites (**These are also linked on the class web page.**):

- web design principles checklist: <http://mason.gmu.edu/~montecin/webdesign.htm>
- basic web design principles: <http://www.umich.edu/~ece/resources/design.html>
- using graphic design principles: <http://www.colorado.edu/AmStudies/lewis/Design/graprin.htm>
- web design features: <http://130.94.216.145/classroom/features/index.html>
- ten good deeds in web design: <http://www.useit.com/alertbox/991003.html>
- the principles of design: http://www.digital-web.com/articles/principles_of_design/
- art, design and visual thinking: <http://char.txa.cornell.edu/language/principl/principl.htm>
- introduction to the principles of design:
<http://desktoppub.about.com/cs/designprinciples/a/principlesintro.htm>
- design notes: <http://daphne.palomar.edu/design/gestalt.html>
- beautiful design: <http://www.sitepoint.com/print/principles-beautiful-web-design/>
- user-centered design: <http://www.webstyleguide.com/wsg3/index.html>
- five principles: <http://www2.mlc-wels.edu/jgrunwald/site.html>
- six principles of interface design:
<http://psdtuts.com/articles/6-interface-design-principles-and-tips-every-web-designer-should-know/>

Are there any principles with which you disagree? Which principles appear on multiple pages/lists?

2. Look at some bad designs. Go to the following sites:

- bad designs: <http://www.baddesigns.com>
- top 10 mistakes in web design 2005: <http://www.useit.com/alertbox/9605.html>
- top 10 mistakes in web design 2002: <http://www.useit.com/alertbox/20021223.html>

Which of the design rules/principles are broken? How?

3. Now look at some popular web sites that are used for different things:

- shopping: <http://www.amazon.com>
- information exchange: <http://www.wikipedia.org>
- online community: <http://www.facebook.com>

How do these different sites compare with the bad designs you just looked at? Do they violate any of the design rules/principles? If yes, which ones? Do these sites follow the design recommendations? If yes, how? If no, why not?

4. Compare some shopping sites:

- <http://www.kmart.com>
- <http://www.walmart.com>
- <http://www.target.com>

How does each use *screen real estate*? How do users navigate each site? Which is the easiest to use? Which is the most cumbersome? Why?