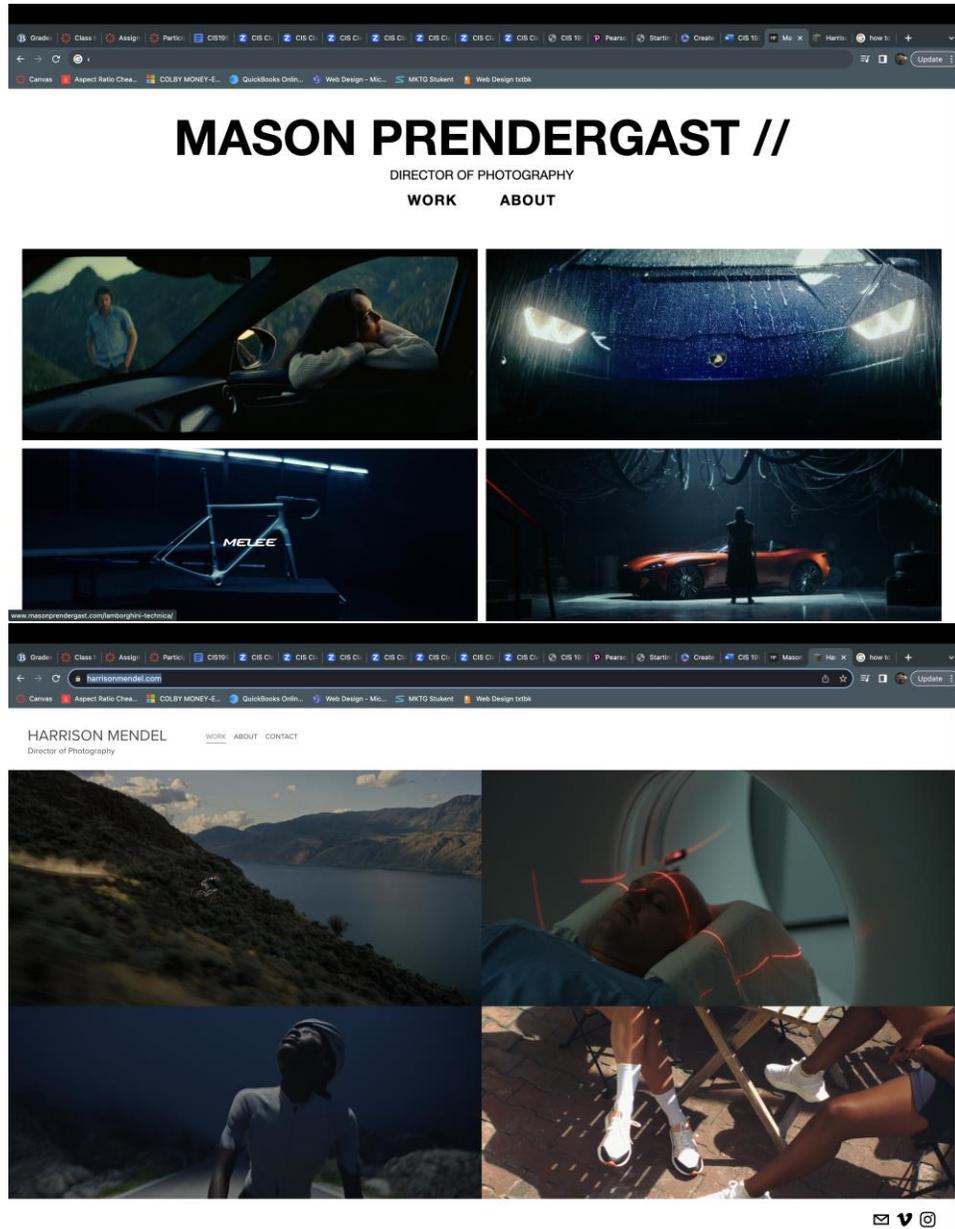


CIS 195 WEB DESIGN BASICS ASSIGNMENT

Colby Brickwell

10/26/2023

1. The two sites that I chose that are both similar in nature are, [Mason Prendergast's website](#) (a well known director of photography), as well as. [Harrison Mendel's website](#) (who is also a well known director of photography). Here are some screenshots of the two websites bellow.



2. These two sites that I chose to review exhibit the design principles of repetition, contrast, alignment, and proximity in these ways. To start, both of the websites have similar contrast where their website

consists of a white background and features dark text (Black/Dark grey). In terms of repetition, both websites exemplify repetition through their use of similar text font throughout their entire site, and consistent colors throughout the website journey. Each of their videos that they want to highlight are all the same size in length width and height which exemplifies repetition as well in their design. In terms of contrast, we can quickly see proper contrast through their white backgrounds and dark text, which makes it easy for the viewer to see the text on the site. For alignment, we can see that both sites have their work horizontally aligned with the page and takes up the entire page's width (minus Masons site which has slight margins on the sides). For proximity, they both have placed their videos extremely close to one another which will make the visitor more likely to click on another piece of work that they have which is in close proximity to the video(s) they just watched.

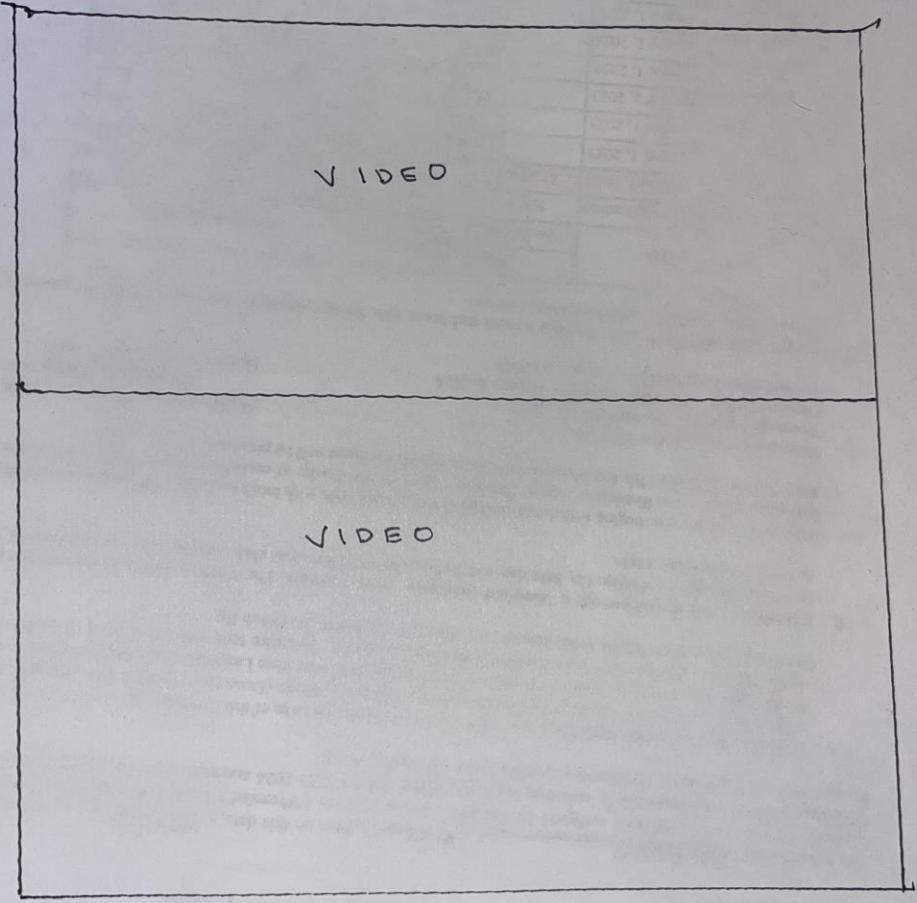
3. Both of these sites are great examples of web design best practices. Both represent a clean and easy to navigate website that is also easy to navigate on a mobile device, they understand who their target audience is (which is potential clients) and so they make their work examples the very first thing that they see when entering the website. However, I do have a few personal suggestions for each site. On Harrison's site, I would like to see the text be a bit bolder font, as well as completely black instead of the grey-ish color he chose so that way the text is easier to see from the get go. For Mason's website, my suggestions are slightly the opposite which is, making the text not so large on the header, as well as making his navigation bar a bit more organized like how Harrison has his.

4. WIREFRAME SKETCH IS BELLOW

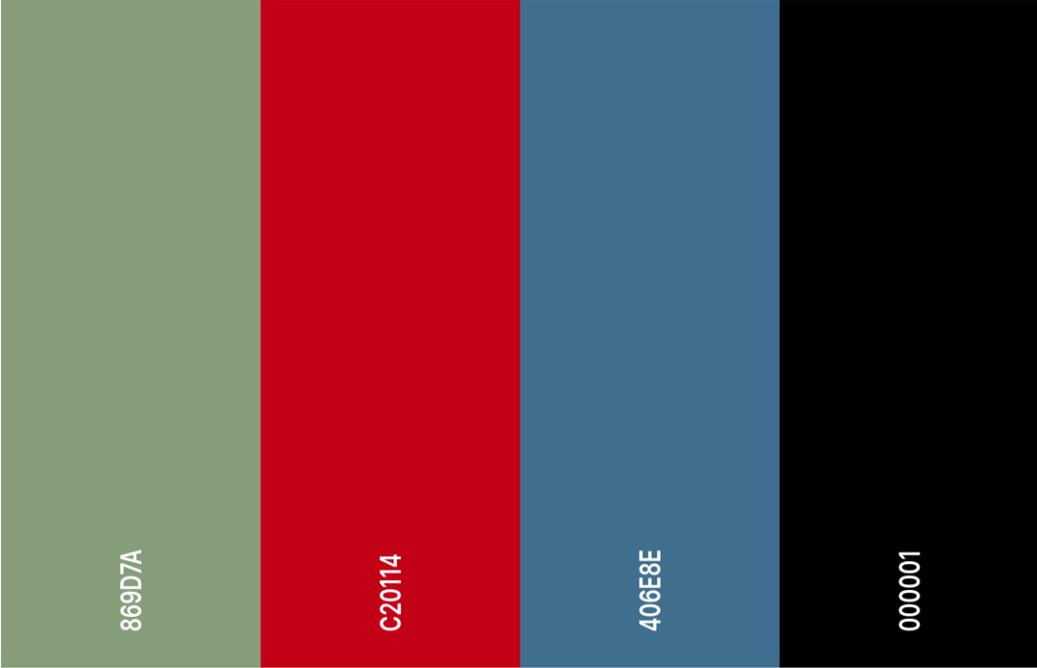
COLBY BRICKWELL

Director of Photography

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COLOR PALLETE BELLOW



WEB DESIGN COLORS

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colors