

Today, we'll work on writing for the web by reviewing [The Big Four](#) and [Writing for the Web](#) from usability.gov.

You may also want to review visual rhetoric on the "[Color CRAYON TIP](#)" website.

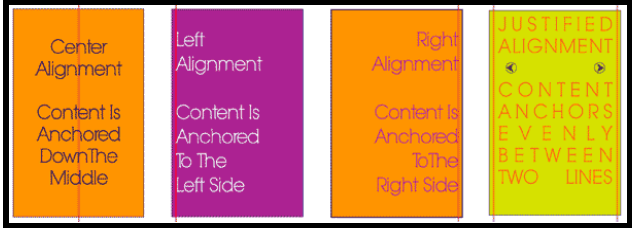
Briefly, summarize the following sections in your assigned groups.

| Groups                           | Concept                   | <ul style="list-style-type: none"><li>Summarize the concept.</li><li>Example(s) you found that shows this concept when executed well.</li></ul>   |
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| Group 1:                         | <b>CONTRAST (big 4)</b>   | <ul style="list-style-type: none"><li>The premise of contrast is difference. We subconsciously use and notice contrast in many forms like color choices, text, positioning, and space use. Contrast is the most effective way to get your point across in a more appealing way.<br/>Examples:</li><li><b>Font</b> is one way to show contrast. With <i>this font</i> to show contrast, <b>this would</b> offer the contrast needed. The only thing that changed was the degree of <b>boldness</b>, but it offers a difference that is easy to detect and follow along with.</li><li>Another form of contrast can be shown with colors. <b>Contrast</b>, for example. Black and white is the most common form of contrast. Others would be: <b>contrast</b>, <b>contrast</b>, and <b>contrast</b>.</li></ul> |
| Group 2:<br>Alyssa and<br>Ashley | <b>REPETITION (big 4)</b> | <ul style="list-style-type: none"><li>In simple terms, repetition is the repeating of similar elements in order to create a clear and cohesive design. However, repetition does not suit all unique presentations, because it is very common and has been seen before.</li><li>Examples: In order to create a professional and unified looking presentation, Markuz Wernli created consistency using the same red note and paper clip to hold his text in each of his slides. Not only did he use the same element throughout his presentation, but he also subtly moved the element around and changed its size.</li></ul>   |

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| Group 3 | <b>ALIGNMENT (big 4)</b> | <ul style="list-style-type: none"> <li>• The principal of alignment is obtaining unity among the elements in your project. Alignment makes your project more professional and sophisticated.</li> <li>• Examples: Pictures and word boxes in a powerpoint, keeping these in alignment helps the powerpoint look clean and help readers understand the information quicker.</li> </ul>  |
| Group 4 | <b>PROXIMITY (big 4)</b> | <ul style="list-style-type: none"> <li>• It applies the movement of things closer or farther apart to achieve a more synchronized look. But, also states the group of items related to each other are put together, rather than unrelated elements.</li> <li>• Examples: <ul style="list-style-type: none"> <li>○ “Robin Williams, in her best-selling book The Non-Designer’s Design Book (Peachpit Press) says that we must be conscious of where our eyes go first when we step back and look at a design... and so on. What path does your eye take?”</li> </ul> </li> </ul> |
| Group 5 | <b>USABILITY (WW)</b>    | <p>This goes over how to write user friendly content. It gives methods of the type of writing you should use, and what you should do to help identify the type of reader.</p> <p>Examples: If you are writing a paper you could use more pronouns like “you”, “he” or “they”. This makes the content more approachable and clear. You can also use images and videos to further emphasize your point. This can make the reader more engaged.</p>   |

Briefly, explain why your concept is important in your assigned groups.

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| <b>Groups</b> | <b>Concept</b> | <ul style="list-style-type: none"> <li>• <b>Importance of the element.</b></li> <li>• <b>Example(s) you found online (not from your reading) Is this an example of</b></li> </ul> |
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|         |                           | what to do or what not to do? Why?   |
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| Group 2 | <b>CONTRAST (big 4)</b>   | <ul style="list-style-type: none"> <li>The importance of contrast is to clearly distinguish one element from another as well as show levels of importance.</li> <li>Examples: to begin contrasting you should say the things you have to say for the first subject, and then move to the next one and make all the points you want to make about the second project.</li> </ul>  |
| Group 4 | <b>REPETITION (big 4)</b> | <ul style="list-style-type: none"> <li>Repetition is important because it brings a clear sense of order and cohesiveness to a presentation. It keeps a presentation looking professional and part of a larger whole.</li> <li>An example of repetition would be using the same text box shapes or text color throughout the presentation/slide show. Though if you are using a picture, like a paw print on an Animal Shelter presentation, you shouldn't use it in the same spot or the same size; it's better to have it slightly different in each slide.</li> </ul>  |
| Group 1 | <b>ALIGNMENT (big 4)</b>  | <ul style="list-style-type: none"> <li>Alignment is important in any visual project because without proper application your slides will seem less sophisticated, unorganized, and less professional. With alignment your presentation becomes cleaner and more appealing to look at.</li> <li>An example of alignment would be lining a box of text over a picture in a way that makes it flow, everyone uses alignment whilst making powerpoints.</li> </ul> <p>Visual Example:</p>  <p>The visual example shows four vertical panels illustrating different text alignment types:</p> <ul style="list-style-type: none"> <li><b>Center Alignment:</b> Text is centered horizontally. Description: "Content Is Anchored Down The Middle".</li> <li><b>Left Alignment:</b> Text is aligned to the left margin. Description: "Content Is Anchored To The Left Side".</li> <li><b>Right Alignment:</b> Text is aligned to the right margin. Description: "Content Is Anchored To The Right Side".</li> <li><b>JUSTIFIED ALIGNMENT:</b> Text is aligned to both the left and right margins, creating a uniform block. Description: "CONTENT ANCHORS EVENLY BETWEEN TWO LINES".</li> </ul> |
| Group 5 | <b>PROXIMITY (big 4)</b>  | <ul style="list-style-type: none"> <li>Proximity is used to group related words together so that they are viewed as a group. It keeps the flow of the paragraph</li> </ul>   |

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|         |                       | <p>smoother, and keeps confusion from happening.</p> <ul style="list-style-type: none"> <li>• An example of proximity would be on a business card putting your address information all in one spot. You should have your address, state, and zip code, all in one spot. This is an example of what to do.</li> </ul>   |
| Group 3 | <b>USABILITY (WW)</b> | <ul style="list-style-type: none"> <li>• Usability is how easy it is for users to find what they are looking for in your website. It is best to use plain words, and to group information together. Knowing what readers would be looking for on your website will help you design the website to be more user friendly.</li> <li>• The YMCA website has everything you need on the front page. It has a clear and easy to read format with headers and sub headers to assist in finding other things you might be interested in. This is a good example of how usability was used.</li> </ul> |