CIS 195

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Prof. Ralph Phillips
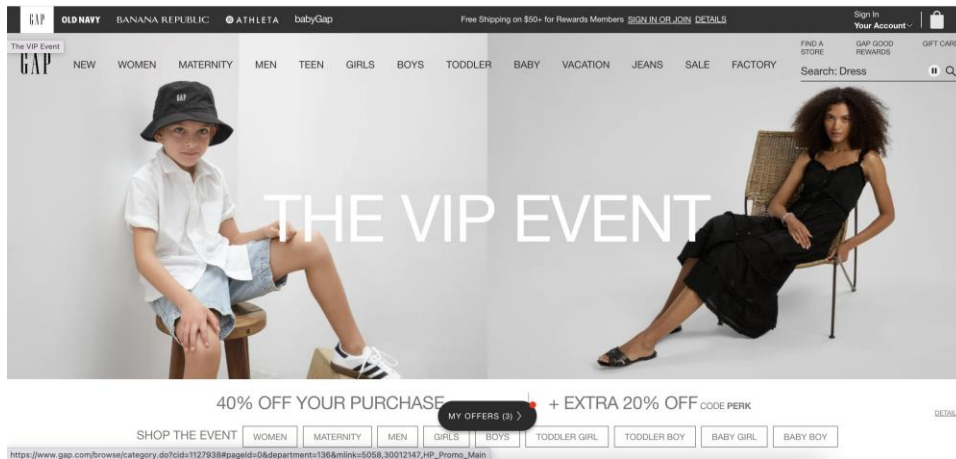
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Part 1: Focus on Web Design

https://www.jcrew.com/

https://www.gap.com/
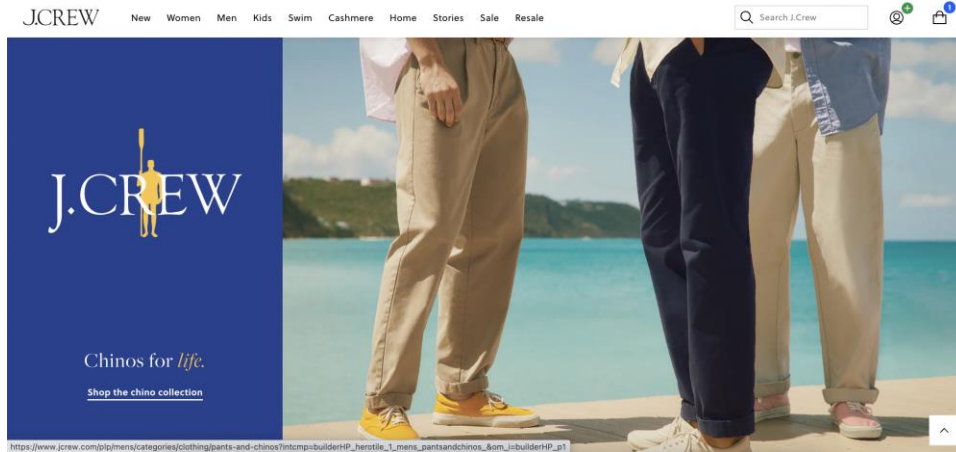
Repetition: Both sites show repetition. J Crew uses similar types of typography across their website. Similar colors are used across the sight, a specific example of this is links or text that mentions a sale, which are all red. Clothing items are modeled and photographed similarly to each other. Gap.com uses similar applications of repetition. Mentions of the sale are red. All clothing items are horizontally and vertically aligned. Clothing images are presented in similar photo layouts. All images on the home page are horizontally aligned.

Contrast: J Crew, images on the homepage depict J Crews clothing against a white background, highlighting the different colors of clothing that J Crew offers. Mentions of a sale are colored in red, against a white background. Gap uses a similar application of contrast. Photos of clothing are presented against a white background, which makes the colors pop and differentiates the images from text or navigation.

Proximity: In specific product categories, products are listed in a grid layout on both jcrew.com and gap.com.

Alignment: Products are all aligned in a grid layout.

Web Design Best Practices:

Both J Crew and Gap use a large banner on their homepage. While I am unsure if these could be classified as "calls to actions" or "hero banners" they both are direct the user's attention. They are both designed very similarly, and clearly display design conventions, which makes navigation on either sight easy. Both websites have clear branding. Because choosing clothes is a very visual process, visuals play a significant role in the design of each website.

Part 2: Create a Home Page Wireframe

Colors: #DE6B48 , #88498F , #61210F