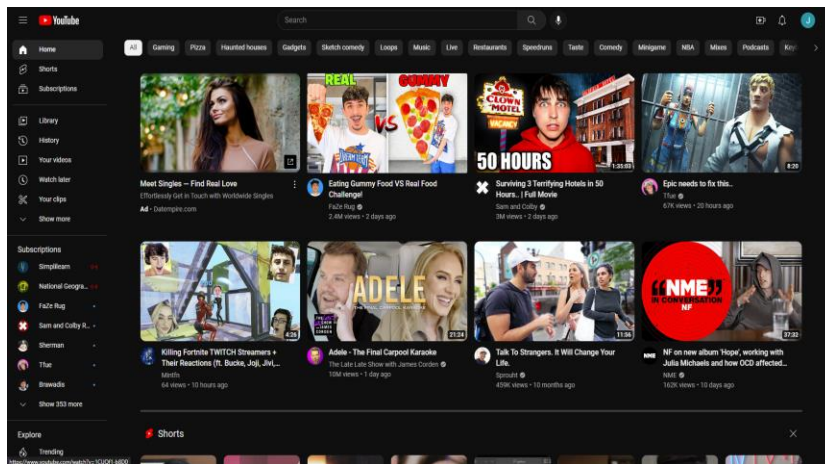
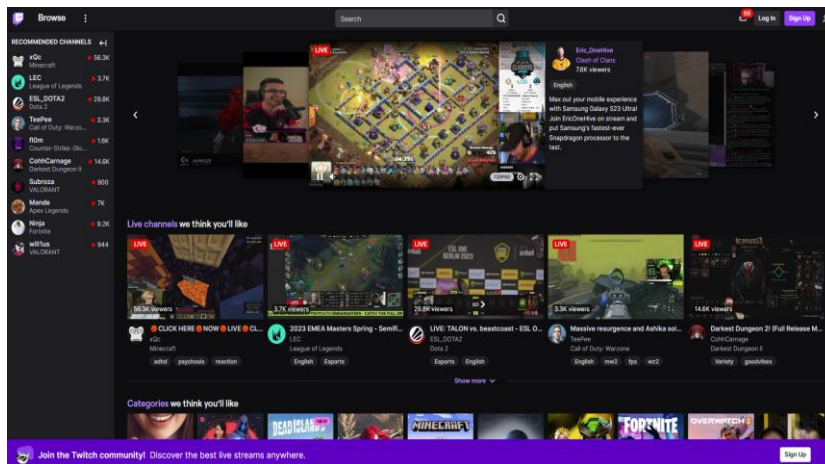


Youtube



Twitch



4. These two websites both exhibit the design principles of repetition, contrast, alignment, and proximity. These sites have a similar website design and setup as well with the logo being in the top left, search being in top middle, account/ login being in top right, content thumbnails being in the body of the page, and recommendations / subscriptions being on the left panel.

Repetition: Youtube and Twitch use a consistent design for their thumbnail pictures, color scheme, font, rounded or squared edges, icons, etc., giving a feel of unity within the website.

Contrast: Youtube and Twitch websites have contrast using a black (or white) page background contrasting with the video thumbnails on the page.

Alignment: Youtube and Twitch do a great job of aligning their video thumbnails, fonts and icon sizes, filters, and recommendations / subscription's giving a sense of organization. Nothing feels out of place.

Proximity: On either website, I don't feel like things are too far apart or too close together. I know what text goes with what and my eyes are easily able to group things together.

5. Something I would do to improve youtube is making the navigation simpler. As cool as it is having all these filters and sidebars of different ways to navigate to content, it can be super overwhelming sometimes and as a content website you want it to be as simple as possible. I think Twitch does a good job of this actually. Something I would do to improve the twitch website is label the three dots at the top left and utilize the top menu a bit more as it almost seems too simplistic.