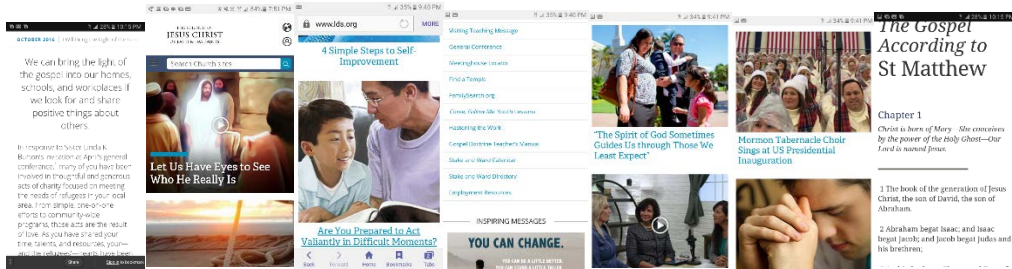


## Repetition

Rebekah Ralph

[www.lds.org](http://www.lds.org)

This mobile website uses repetition very effectively. The color blue and white are repeated through the site, in the search icon, the font colors and the links. Also there are only 2 fonts used a serif and sans serif font. Sans serif for any links and serif for headings and titles of talks that are emphasized. The images are all the same size and repeat with a different image in the different sections. It makes a unified mobile website that is easy to use and nice to look at. Also as you move through different pages within the website, the heading remains the same as well as the search bar across the top. The footer at the bottom also doesn't change. It repeats itself throughout the site. Also the body copy within the links for talks are all sans serif and for scriptures it is all oldstyle serif.

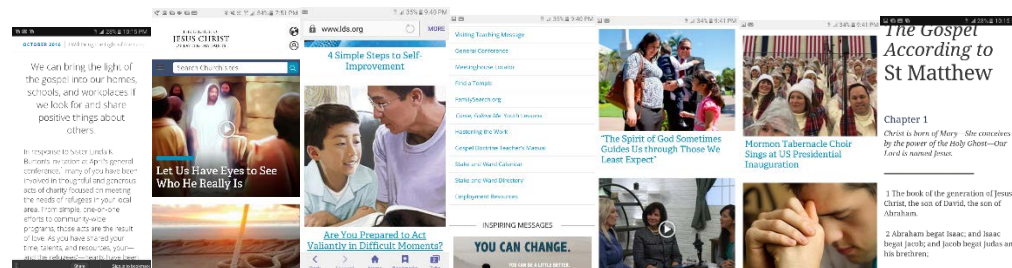


## Typography

Rebekah Ralph

[www.lds.org](http://www.lds.org)

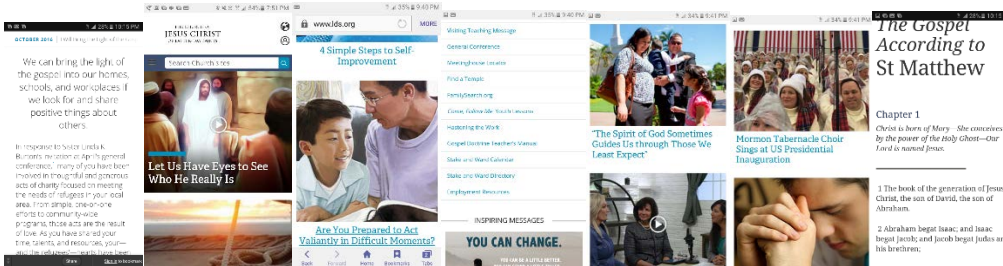
The mobile website for the LDS church does a very good job of using Topography. It limits the use of fonts to only 2 except for the logo. The colors of the fonts are blue, white and black. The black font is the section heading font as well as the information part at the bottom. Blue and white font are used for Titles of articles or videos. And blue font is used for links. Also with that there titles are a larger oldstyle serif font and the links are a smaller sans serif font. The black section headings are a capitalized sans serif font about the same size font as the links. It is very easy to follow and understand with the simple clean font. It makes navigation easier and more user friendly. For scripture body copy, it uses the oldstyle serif font but for general conference talks the body copy was in sans serif. I wonder if that is in part because the oldstyle gives it an older look and the sans serif is more of a modern look to show how there is modern revelation compared to scripture from the past.



## Contrast

[www.lds.org](http://www.lds.org)

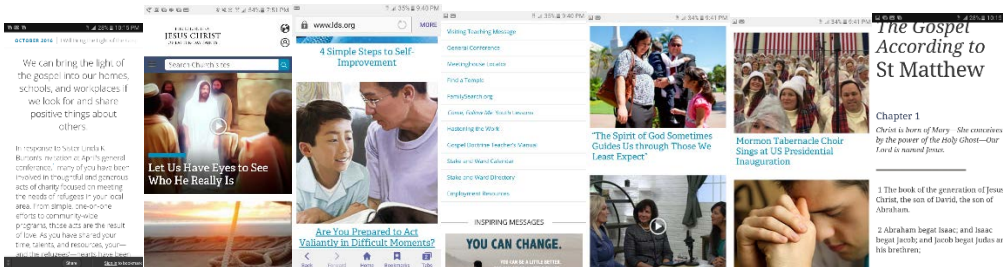
Lds.org has good contrast. The blue on the white background stands out as well as when the colors are reversed, white lettering on a darker background, and that includes a little pop of blue. The pictures are bright against the white background white shows contrast and has the pictures stand out more. The black on white of the verse also stands out. As well as the contrast in the different fonts between san serif and serif. There was also a little contrast in the sections. The alignment of the font changes to provide a visual contrast between the sections, from aligned left to centered.



## Proximity

[www.lds.org](http://www.lds.org)

Proximity was also well done in this mobile website. The images were grouped together. The links were clearly marked as being links. It wasn't just a hodge-podge on the screen. The links were also spaced apart enough to allow for difference in finger size on touchscreens. Very good organization. The headings were bold to show a difference in hierarchy. The important articles were listed first. The navigation was at the top for ease of use.



## Alignment

[www.lds.org](http://www.lds.org)

Lds.org also had good alignment. Content was either aligned left or to provide contrast, centered aligned. Since there is a lot of information to read on this site, having most content be left-centered is very helpful. To distinguish headings from content, the headings were center-aligned by the body-copy was left-aligned. The images were all the same size and there were very distinct lines that the eye could follow on this mobile site.

