One website I consider to be an excellent model of beautiful web and graphic design is www.hugeinc.com. HUGE, Inc. is a Global Digital Agency. I came across their website in my role at Career Services, and immediately, it appealed to me on multiple levels. The website demonstrates elements of good design, according to Costello (2011) and has a clear visual rhetoric, as described by Alfano (2012), for various reasons discussed below.

First and foremost, in consideration of the principles of “good” design, according to Costello (2011), it appears HUGE does not violate or conform to them. The website is actually a hybrid. For example, the homepage is divided into four sections, which could be considered grids. The white space of the website, therefore, follows the guidelines as Costello (2011) recommends. Within each grid are tables, and each table is differentiated with bold text and visual elements. There is a very nice balance created by their design. Bold text grabs your attention, as well as the eye-catching images. If you are a client, or potential client more importantly, you immediately see the brand names HUGE has already served.

Their layout, however, does not follow a traditional grid system. It is customized and very, very simple. Furthermore, it technically is a static webpage. It does not change based on the visitor, similar to sites like Amazon.com. The same images are rotated and the same information is available no matter how many times you land on the page. Finally, HUGE does not follow an F or Z pattern strictly. If it had to be placed into one of these categories, it would be classified as more of a Z pattern. As Costello (2011) discussed, a Z pattern draws the eye across a page in a horizontal direction, then back across the bottom. As far as design is concerned, I strongly believe this is a very customized site, and HUGE followed its own principles.

The customized nature of HUGE’s website allows the website to have a clear point of view. As Alfano (2012) stated, visual rhetoric are visual elements used to “construct an argument”. HUGE, through their website, argues they are the only company you, as a client, would want to construct your own visual argument. It is hard to miss that message because the images on their landing page immediately grab your attention and demonstrate their capabilities. This also ties to elements of good design, because the website is easy to navigate. For example, the “About Us” is easy to find. The still of this video is two, diverse people hard at work. It conveys the staff at HUGE are dedicated to their clients’ needs. To reinforce that message, they also have a well-known award displayed. Essentially, not only do they work hard, they are recognized for that work. The other elements I responded to are the font choice. The text is sans serif, clean, black and bright pink against a white background. It follows modern design elements, and suggests they are cutting-edge.
All of these components combined clearly state just that – modern, cutting-edge and hard workers.

In conclusion, the selection of colors, fonts, images, focus on well-known clients, and ease of navigation are all elements that illustrate HUGE is a company you want on your side. The only potential un-intended effect is a potential client may be intimidated by their modern approach and excellent reputation. However, I believe HUGE has not had that issue often, otherwise their website would be blank and violate elements of good design.
