

Grouping



I chose [CNN](#) (Cable News Network) as a website with multiple linked screens that uses various grouping techniques to create cohesion. I observed the [desktop](#) and [mobile versions](#) of the site. Let's explore the site's rhetorical concerns and how their use of patterns and visual layout helps to address those concerns.

Rhetorical Concerns

Purpose. At first glance, the purpose of CNN appears to be simply reporting the news. However, the purpose of CNN's website is NOT simply to report the news. The website's purpose is to help users find the news that interests them and make that news easy to access. It is also to make users return to CNN rather than competitors for future news. Finally, it is to provide brand recognition, so users know their information is coming from their trusted source.

Audience. CNN has a vast audience. News is based around events of interest, and everyone has *something* that interests them. Students and teachers, researchers, politicians, and other news outlets can all be an audience of CNN.

Context. People use the CNN website for a variety of purposes. Individuals sitting at computers in libraries and classrooms, mobile users walking and reading on their mobile devices, groups viewing a large screen and discussing current events, and researchers looking for information about a specific story are all instances of use.

Patterns

Repetition. The  logo serves as both a link and a brand identifier, and it is visible at both the top and bottom of the website. The colors of the logo may not always be the same, but its repeated use connects the site's pages together. Another instance of repetition is in the black bars at the top and bottom of the webpage that contain high-level links. Clicking the  menu icon at the top-left of the page brings the bottom black bar up to meet the top bar, showing all the high-level links and a search bar (*Figure A*). This functionality exists throughout the site, further binding the webpage together across individual pages.

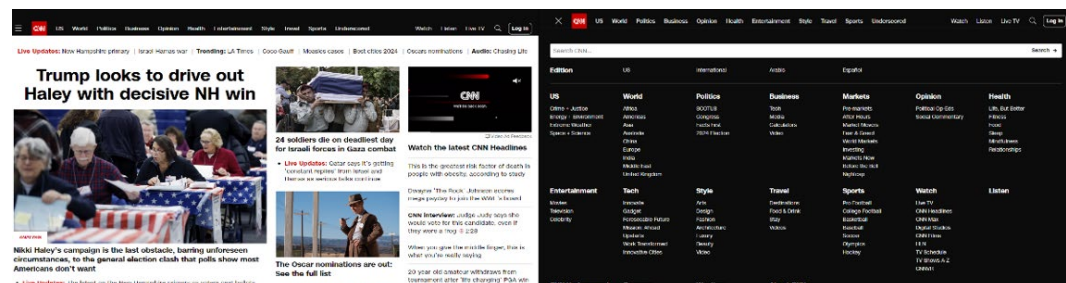


Figure A shows images of the CNN website in its initial configuration (left) and after the menu icon has been selected to bring the bottom of the website up to join the top of the page (right).

Fonts. *Sans serif* fonts form all headers, including links to stories. The actual stories are *serif* font. Using standard fonts for headers and body text adds to the professionalism of the site, building ethos with the audience.

Images. Images identify some stories, implying that they may be more important than those without images.

Visual Layout

Proximity. Similar stories form different groups. White space provides more room between columns and major headers, but there is also white space above and below each headline. Proximity connects different categories, but white space provides distance between each headline. This identifies them as different stories. See *Figure B*.

Alignment. The columns align to straight edges on both left and right sides, though the text within the sections left justifies. Gray lines also show alignments across the horizontal plane separating major headers from the sections above.

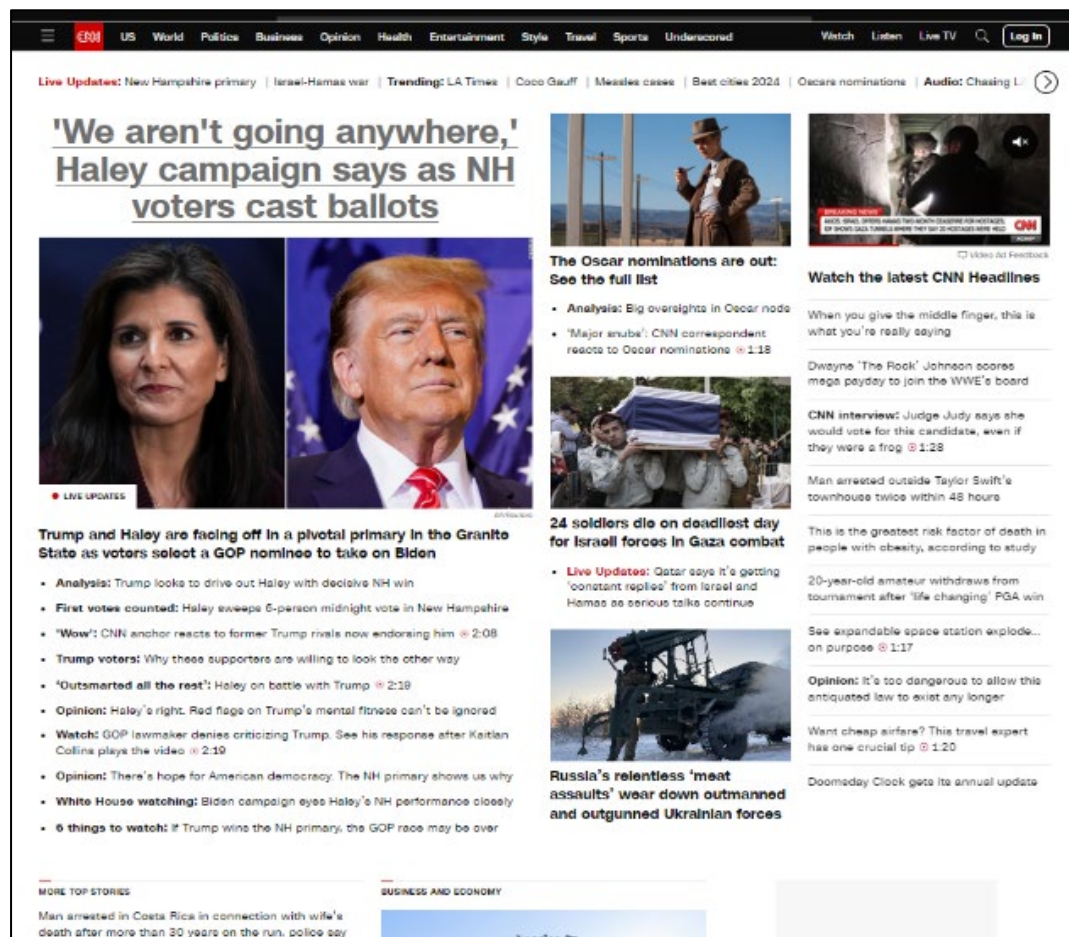
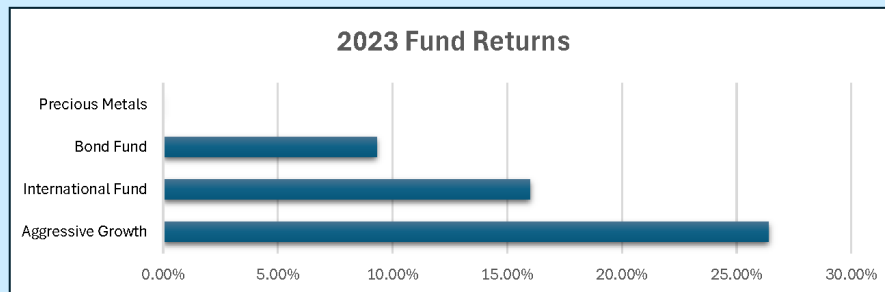


Figure B shows the proximity and alignment of the CNN website. Note the use of varying amounts of white space depending on whether stories separate from each other individually or as a group. Also note the straight edges that are used for alignment, visible along the sides of the photographs and as light gray lines in the horizontal plane.

Client

Client Update 2024 BOISE INVESTMENTS



2023 Fund Wrap-Up

What a year! All the funds except Precious Metals delivered solid gains last year. Our Precious Metals fund continues to be an extremely safe hedge against all the other markets.

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Boise Real Estate Fund opens in 2024. Call our toll-free number at the bottom of this page to receive a prospectus with all the information you need to begin investing.

2023 Fund-by-Fund Rundown and 2024 Predictions

Our **Aggressive Growth Fund** returned an amazing 26.4 percent. It was led by high-tech and small over-the-counter stocks in 2023. As we advance into 2024, fund manager Jim Charney says, "We're still optimistic about a bull market."

Things were a bit volatile for the **International Fund**, but overall, we gained 16 percent. European stocks led in 2023. Fund manager Jill Jones is optimistic, stating, "We're expecting the Japanese stocks to rally this year" for 2024.

Not a great year for **Precious Metals**, but we held our own and experienced small gains in gold and platinum. It's important to remember the security that precious metals give our clients, especially in this volatile market.

A **Bond Fund** rally yielded 9.3 percent gains for 2023. The outlook for next year? "It all depends on the Fed," says fund manager Patty Weigel. "We don't anticipate much interest rate cutting, so that should be good news for our clients."

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Constraints

Companies must account for several factors when labeling drugs. One consideration is the size and shape of the container. Drug interactions, ingredients, and instructions determine the amount of information required. [Federal regulations](#) give little leeway in what companies include.

Purpose

The labels inform people what they are using. They provide directions for proper use. They also list special storage considerations and offer warnings and cautions related to the drugs.

Audience

Audiences of these labels include doctors who prescribe them, pharmacists who fill them, and the customers who will use them. The people reading the labels are primarily adults, and some of them will be older adults with poor eyesight. The primary audience is the consumer who purchases the drugs.

Context

Doctors and pharmacists may view the labels, but they are also likely to use other references. Assuming most people are like me, they look at a drug label before they use the drug. They are primarily looking at directions for use and proper dosage.

Improving the Labels

I think federal regulations need to account for technology. As I reviewed the labels, there were no useful QR codes. The NyQuil bottle (**Figure 1**) had a QR code, but it led to a site that required login, and is presumably either for corporate or clinical use. By putting most of the information on a website linked to a QR code on the bottle, we could free up space to highlight warnings, cautions, and usage instructions. This would require an update to [federal regulations](#).

The figures on the next page depict six different drug labels. The photos are NOT scaled in relation to each other based on actual size.

Figure 1 is a medium-sized NyQuil bottle. It uses a peel-away label to display all information.

Figure 2 is a Robitussin bottle. Its round shape did not require a peel away label.

Figure 3 is a Robitussin box. Its larger size required only two sides to display information.

Figure 4 is a box of Benadryl. All the required information fit on the back of the box.

Figure 5 is a bottle of Banana Boat sunscreen. Despite its round shape and large size, the text was tiny.

Figure 6 is a bottle of Major Ibuprofen. Its round size allowed maximum use of the bottle, but it was a small bottle. A peel away label was required to fit all the required data.



Figure 1. The NyQuil bottle was larger than some drugs, but it was not round, and its sides were narrow. A peel away label and small text were used to fit in all required data.

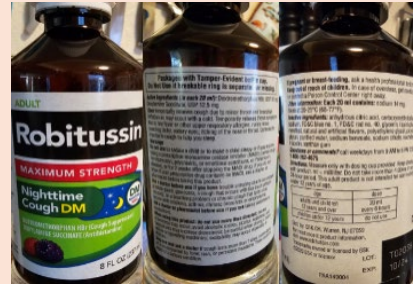


Figure 2. The Robitussin bottle is comparable in size and ingredients to the Nyquil bottle (Figure 1), but its round shape doesn't require a peel away label.



Figure 3. The larger box for a Robitussin bottle means only two sides are required for the drug facts. The additional space is used for images to entice consumers to pick up this product.



Figure 4. The Benadryl box is large enough to fit all information on the back side. Small text is still required. A single wide column allows as much data as two narrow columns on the Robitussin box (Figure 3).



Figure 5. The relatively large sunscreen bottle's round shape allowed for all of the data to fit on the back. Small text was used, allowing for extra background space emphasizing the brand imagery.



Figure 6. The Ibuprofen bottle was the smallest medication reviewed. The small image above illustrates the limited space available. The label uses very small print, and despite the round shape of the bottle, a peel away label circling the entire bottle and doubling the space for text was used. Space was still allotted on the front of the bottle for brand recognition and color to entice consumers to choose this medication.

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