

Pre and Post Assessment for Web Design Principles



Directions: This assignment will help document your improvement on the understanding of Web Design and Photography principles. You will complete this assignment with a partner.

Step 1: Before learning about Web Design principles document your prior knowledge. Find five Websites, which you find to be visually attractive. Take a screen shot of each site. Insert the screen shots into a Google Doc labeled "Web 6 or 7, Design Knowledge." Under each screen shot provide an explanation of why you found the site to be attractive and include the Web address of each site.

Step 2: Learn about Web Design and Photography Principles from Mrs. Cullen (together in class)

Step 3: Re-visit your "Web 6 or 7, Design Knowledge" document and using a different color font provide a reason why your prior examples are solid or poor examples of Web Design. You may find that your prior examples may not meet any of the principles taught in class- that is ok!

Step 4: Share the file with lcullen@natickps.org

*** Please find an example of the assignment on the next page.**

EXAMPLE ASSIGNMENT

(*You may not use any of the examples below to complete your assignment)

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WEB DESIGN

allmusic.com

Pre-Assessment

The site is arranged very neatly. There is a good contrast of colors with a mainly white background with black text. The text is very easy to read, with new releases on the front page.

Post-Assessment

I like how on this website the images are not directly centered on the page. Which follows the design principle of alignment of not having items right in the center of the page.

The screenshot shows the AllMusic website homepage. At the top, there is a black navigation bar with the AllMusic logo, links for 'explore', 'new releases', and 'recommendations', and a search bar. Below the navigation bar, the main content area is divided into several sections. On the left, there is a 'New Classical Reviews' section with a photo of a baroque ensemble and a 'Read More' button. In the center, there is a 'featured new releases' section with two featured albums: 'Regions of Light and Sound...' by Jim James and 'Without a Net' by Wayne Shorter. On the right, there is a 'Recent Editors' Choice Selections' section with a grid of album covers including 'Caligula' by Anthony Jeselnik and 'Tegan and Sara: Heartthrob'. The layout is clean and organized, with clear visual hierarchy and good contrast between text and background.

Pre-Assessment

www.horizonhobby.com I like this site because of its design. It has good color contrast as well as that it is easy to see where things are. Such as categories and information.

Post-Assessment

This site follows the design principle of contrast. As the color of the text is easily visible from the background color.

The screenshot shows the Horizon Hobby website homepage. At the top, the Horizon Hobby logo is on the left, and navigation links for 'My Account', 'Rewards', 'Wish List', and 'Sign In / Register' are on the right. A 'MY CART' button is also visible. Below the header is a search bar and a 'GO' button. A horizontal menu lists categories: Airplanes, Helicopters, Surface, Radios, Powerplants, Field/Pit, Building Supplies, and Resource Center. The main content area features a large banner for the 'BLADE' mCP X BL helicopter. The banner includes several promotional elements: 'HOT OFFERS COOL PRICES THE REAL DEAL ON HORIZONHOBBY.COM', 'BLADE MCP X V2 CLICK HERE TO SEE NEW LOW PRICING', 'The BUCK STOP' logo, '6-CHANNEL AS3X SPORT RECEIVER SPEKTRUM', and 'GET IT FIRST IN STOCK NOW OR AT YOUR HORIZON CERTIFIED PARTNER'. The main headline on the banner reads 'You Asked For It... The New Blade® mCP X BL'.

Pre-Assessment

<http://www.collingsfoundation.org/menu.htm> I like this website because it has good contrast between colors, giving it a more subtle feeling. As well that it has simple navigation by having tabs on the side of the page and the main info on the right of it.

Post-Assessment

For this site, it follows the principle of navigation. As the links to other pages are shown clearly on the left, and do not get in the way of the main page.

The screenshot shows a website banner for The Collings Foundation. At the top left, the text "THE COLLINGS FOUNDATION" is displayed in a serif font. To its right is a circular logo containing a stylized "CF". Below the name are social media icons for Facebook and Twitter. A vertical navigation menu on the left lists: "CF Information", "Aircraft Collection", "Auto Collection", "Sponsors", "Tour Schedules", "Flight Experiences", "PX Catalog", "e-Newsletter", and "Contact Us". The main content area features a large image of a B-17 Flying Fortress aircraft in flight, with the name "Witchcraft" written on its side. Below the image, the text "WINGS OF FREEDOM 2013" is prominently displayed. Underneath, it says "The 2013 Wings of Freedom tour starts January 18th. CLICK FOR MORE INFORMATION". A horizontal bar below this contains the text "23rd Annual Wings of Freedom Tour". At the bottom, there are two small images: one showing the cockpit of a plane and another showing a pilot. To the right of these images is the text "EXPERIENCE WWII HISTORY" in bold, followed by "Fly in the Legendary" and a list: "- B-17 Flying Fortress", "- B-24 Liberator", and "- P-51 Mustang".

Pre-Assessment

si.com

The website si.com is good because the most notable sports story takes up most of the page. Other important stories are displayed on the right side and are easy to read. All sports are displayed on a easy to see tab on the top.

Post-Assessment

This site actually does not follow the rule of alignment as links are viewed on the left of the page instead of right. Also, the main image is centered on the page.

The screenshot shows the SI.com website homepage. At the top left is the SI.com logo. To its right is a small scoreboard for Super Bowl XLVII: BAL 34, SF 31, FINAL. Below the logo is a navigation bar with categories: EXTRA MUSTARD, FANNATION, PHOTOS, SWIMSUIT, FANTASY, MAGAZINE, SI KIDS, HIGH SCHOOL, SPORTSMAN. A secondary navigation bar lists sports: NFL, COLLEGE FOOTBALL, MLB, NBA, COLLEGE BB, GOLF, NHL, RACING, SOCCER, MMA & BOXING, TENNIS, MORE, VIDEO. The main content area features a large article titled "THE POWER AND THE GLORY" with a sub-headline "Ravens hold off 49ers' second-half rally to win Super Bowl XLVII 34-31" and author "BY MICHAEL ROSENBERG". The article image shows a Ravens player (number 5) celebrating with another player. Above the article are tabs for "Monday Morning QB" and "Ravens Fulfill Super Destiny". To the right is a "Top Stories" sidebar with a list of headlines, including "Abnormality' cause of Super Bowl power outage", "49ers' Harbaugh blasts critical non-call", "DAILY JOLT: Will Clips deal for Celtics' Garnett?", "Match-fixing probe targets 680 games worldwide", "Pierce, Celtics deny Clippers | 4-0 without Rondo", "Daughter: Report of Ali being near death is false", "Lefty wins Phoenix Open wire-to-wire | PHOTOS", "Obama reiterates concerns about football safety", "No. 12 Louisville gets mojo back, routs Marquette", "Gasol's double-double helps Lakers drop Pistons", "Report: Jets won't cut Tebow, hope to trade him", and "Tracking Blog: Latest updates on hot sports news". At the bottom of the sidebar is a "Follow @SIinow" button.

Pre-Assessment

weather.com

The ability to enter a city which appears on the top with the temperature is extremely useful because it is on display right on the home page. Similar to the sports illustrated page, the most important weather story takes up most of the center of the page, with other important weather related news is on the right and is easy to read.

Post-Assessment

This site follows the contrast rule. The main colors of the text fit the theme of the site. As well as that links are clear and visible.

The screenshot shows the homepage of The Weather Channel. At the top left is the logo "The Weather Channel" and the current location "Natick, MA" with a temperature of "27°F". To the right, there are options for "United States (English)", temperature units ("°F", "°C"), and a "Sign In" link. A "Desktop Weather" button is also present. Below the header is a navigation bar with links for "Weather", "Lifestyle", "Social", "Maps", "Video", "News", and "TV". A search bar contains the text "Search Zip, City, or Place (Disney World)" and a "SEARCH" button. The main content area features a large image of an asteroid in space. Below the image is a headline "Could This Hit Earth Next Week?" and a sub-headline "More: Asteroid's Close Call with Earth | Astronaut Shares Cool Photos | What's the Moon Made Of?". To the right of the main image is a "Most Popular" section with tabs for "Today" and "This Week". It lists several popular articles: "Meteorological Images of January 2013", "Most Popular Dog in America is...", "The Most Amazing Weather Images of the Week", "Cutest Cats in Snow", "Photos: Sandy's Epic Devastation", "50 States' Biggest Snow Days", "More Awesome Photos from ISS Astronaut", "Midterm Snow Season Report Card", "Latest Photos of Southeast Tornado Damage", and "Groundhog Day 2013: Did Punxsutawney Phil See Shadow? (PHOTOS, VIDEO)". Below this is an "On TV" section with a link to "Deadliest Space Weather - Thurs 9/8c".