

## Pre and Post Assessment for Web Design and Photography 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 and Photography 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 "Adv. Web Design 1, 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: Sign out a camera from Mrs. Cullen and explore around the school taking what you think are attractive pictures. Upload a minimum of five of your photos to the document labeled "Adv. Web Design 1, Design Knowledge." Under each photo provide an explanation of why you found the photo to be attractive.

Step 3: Learn about Web Design and Photography Principles from Mrs. Cullen (together in class)

Step 4: Re-visit your "Adv. Web Design 1, Design Knowledge" document and using a different color font provide a reason why your prior examples are solid or poor examples of Web Design and Photography Principles. You may find that your prior examples may not meet any of the principles taught in class- that is ok!

Step 5: Share the file with [lcullen@natickps.org](mailto: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)

### Pre and Post Assessment for Web Design and Photography Principles

## WEB DESIGN

[allmusic.com](http://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 is a black navigation bar with the AllMusic logo, menu items for 'explore', 'new releases', and 'recommendations', and a search bar. Below the navigation bar, there are several content sections. On the left, a 'New Classical Reviews' section features a photo of a classical ensemble and a 'Read More' button. In the center, a 'featured new releases' section displays two album covers: 'Regions of Light and Sound...' by Jim James and 'Without a Net' by Wayne Shorter. On the right, a 'Recent Editors' Choice Selections' section shows a grid of album covers including 'Caligula' by Anthony Jeselnik and 'Tegan and Sara Hearthrob'. The layout is clean and organized, with clear visual hierarchy and good contrast between text and background.

## Pre-Assessment

[www.horizonhobby.com](http://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 logo "HORIZON H O B B Y . C O M" is displayed in white on a dark background. To the right of the logo are navigation links: "My Account", "Store Locator", "Rewards", "Wish List", "Sign In / Register", and "Contact Us". A shopping cart icon labeled "MY CART" is also present. Below the logo is the tagline "Great products. Exceptional service. Serious fun.™". A search bar with a "GO" button and a dropdown menu for "All Categories" is located on the right side of the header.

The main navigation menu includes 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 the text "BLADE" in a stylized font and "The New Blade® mCP X BL". To the left of the helicopter, there are several promotional banners:

- "HOT OFFERS COOL PRICES THE REAL DEAL ON HORIZONHOBBY.COM" with a "the REAL DEAL" badge.
- "BLADE MCP X V2 CLICK HERE TO SEE NEW LOW PRICING" with a small image of the helicopter.
- "The BUCK STOP" with a dollar sign icon.
- "6-CHANNEL AS3X SPORT RECEIVER" with an image of the receiver and the "SPEKTRUM" logo.
- "GET IT FIRST IN STOCK NOW OR AT YOUR HORIZON CERTIFIED PARTNER" with the "HORIZON Certified PARTNER" logo.

Social media icons for Facebook, YouTube, and Twitter are visible in the top right corner of the banner area.

## 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 COLLINGS FOUNDATION**

[f](#) [t](#)

CF Information  
Aircraft Collection  
Auto Collection  
Sponsors  
Tour Schedules  
Flight Experiences  
PX Catalog  
e-Newsletter  
Contact Us

**WINGS OF FREEDOM 2013**

The 2013 Wings of Freedom tour starts January 18th.  
**CLICK FOR MORE INFORMATION**

**23rd Annual Wings of Freedom Tour**

**EXPERIENCE WWII HISTORY**  
*Fly in the Legendary*  
- B-17 Flying Fortress  
- B-24 Liberator  
- P-51 Mustang

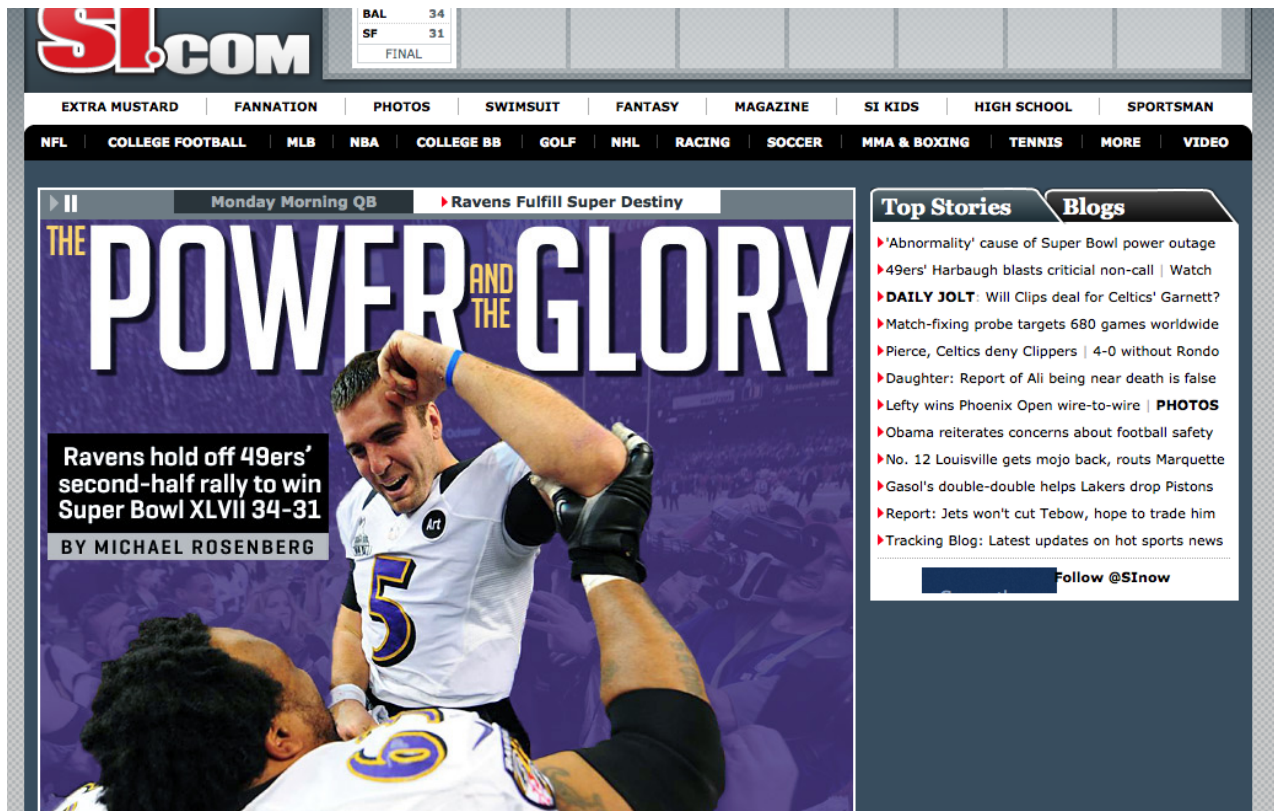
## Pre-Assessment

[si.com](http://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 scoreboard for Super Bowl XLVII: BAL 34, SF 31, FINAL. Below the logo and scoreboard is a navigation bar with tabs for EXTRA MUSTARD, FANNATION, PHOTOS, SWIMSUIT, FANTASY, MAGAZINE, SI KIDS, HIGH SCHOOL, and SPORTSMAN. A secondary navigation bar lists sports: NFL, COLLEGE FOOTBALL, MLB, NBA, COLLEGE BB, GOLF, NHL, RACING, SOCCER, MMA & BOXING, TENNIS, MORE, and 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" by Michael Rosenberg. The article includes a photo of a Ravens player (number 5) celebrating. To the right is a "Top Stories" sidebar with a list of headlines and a "Blogs" section with a "Follow @SI now" button.

**SI.COM**

BAL 34  
SF 31  
FINAL

EXTRA MUSTARD | FANNATION | PHOTOS | SWIMSUIT | FANTASY | MAGAZINE | SI KIDS | HIGH SCHOOL | SPORTSMAN

NFL | COLLEGE FOOTBALL | MLB | NBA | COLLEGE BB | GOLF | NHL | RACING | SOCCER | MMA & BOXING | TENNIS | MORE | VIDEO

Monday Morning QB | Ravens Fulfill Super Destiny

# THE POWER AND THE GLORY

Ravens hold off 49ers' second-half rally to win Super Bowl XLVII 34-31  
BY MICHAEL ROSENBERG

**Top Stories**

- ▶ 'Abnormality' cause of Super Bowl power outage
- ▶ 49ers' Harbaugh blasts critical non-call | Watch
- ▶ **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
- ▶ Tracking Blog: Latest updates on hot sports news

**Blogs**

Follow @SI now



## Pre-Assessment

[weather.com](http://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, the logo "The Weather Channel" is displayed. To its right, the location "Natick, MA" is shown with a weather icon and a temperature of "27°F". Further 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 menu with tabs 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 a "Today" and "This Week" toggle. The "This Week" list includes: "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 "Deadliest Space Weather - Thurs 9/8c" listing.

# PHOTOGRAPHY



## Pre-Assessment

1. We like this photo because of the lighting, it makes the green stand out on the plants as well as the water from the fish tank.

We like this photo because it fits the thirds rule nicely. The focus on the plants are not directly centered, but in thirds.



### **Pre-Assessment**

We like the photo because the photo is at a mostly symmetrical angle. The way the camera pictures the window and the lake behind almost makes the lake look like a completed puzzle. The window panes divide the lake into pieces.

### **Post-Assessment**

We like this picture because of the framing. The window does a neat job of framing the view of the lake outside of the school.

The rule of thirds does not apply here as the window is directly in the center.





### **Pre-Assessment**

This photo was interesting because of the perspective, it creates a unique angle and it gives an uneven look. It stands out from other photos of this type.

### **Post-Assessment**

The photo is shot at a unique angle instead of just being straight ahead.



### **Pre-Assessment**

The photo is shot at another even angle. What we found cool about this picture is the way the school is shown in the window. The window and light makes the school behind the window look faded. It almost makes the school courtyard look like a painting on a wall.

### **Post-Assessment**

We also like this photo because of framing. The window frames the courtyard nicely.



### **Pre-Assessment**

The perspective the photo is taken is neat. The distance of the hallway looks like it stretches on forever almost. We thought it was cool how the walls looked like they were getting closer and closer until they finally joined at the end of the hallway.

### **Post-Assessment**

We like this photo because it follows the leading lines rule. The camera shot follows the markings on the floor.