**Website Elements**

**by Julie Kalvels**

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| **Best Websites** | **Color** | **Typography** | **Audience Appeal** | **Communication Value** |
| **Counter Spill**  <http://www.counterspill.org/> | Various shades of dark and light blue. Maroon stripes at the top and bottom. Used a white background for the links with words. | Use of half bold half not bold for the title. This stood out. The blogs and news links were at the bottom of the website in three columns and you could navigate through with arrows at the top. There was use of quotes and italics which stood out. Use of short phrases to grab the reader’s attention. | This website was in your face about how disasters destroy our environment. On the front page there was a time line and a map of oil spills that was done really neat. There was a section entitled “In Your Face” that had comical disaster videos that hit home! And appealed to the audience. | There was a search engine where the reader could search for any disaster in the world. The reader could easily find what they were looking for. The information was short, sweet and had a very nice graphic of each disaster along with videos. |
| **A Pine Ridge Story**  <http://www.pineridgesioux.com/> | Calming white and various shades of gray  Words were white on a dark gray background. It was easy to read.  Headlines were a brilliant yellowish-green. | Very effective. Use of space between letters in the title. Font was easy to read. The navigation words were in all capitals. There were spaces between paragraphs, which broke up the text. | The running buffalo at the beginning grabbed my attention.  The photography was great. It made me want to dive into the site and learn more. | Fantastic. There was a lot of information and was done in a way that was organized and not overwhelming. |
| **I had Cancer**  <http://www.ihadcancer.com/> | Bright reddish-pink for the top and words were written against a white background. The contrast was crisp, clean and easy to read. The join now button stood out in a bright green color. | A variety of font sizes that makes more important phrases stick out. Short phrases. To the point. Use of all capitals and bold. Use of italics. | The phrase I had cancer really stuck out big and bold. The flashing pictures of real people added to the emotion I felt when reading the title. There was a place for people to write a message to cancer entitled “Dear Cancer” Very heart felt! | Very effective. The site had links to the community, discussions about cancer and it had three distinctive links to communicate information  1. Find and connect people  2. 5 words 2 Cancer--What would you say?  3. How it works. |
| **Sundance Film Festival 2013**  <http://www.sundancechannel.com/festival/> | Various shades of blue and a white background. A photograph behind the white background promoting a movie.  The subtitles are in different colors. The colors complicated each other. | Use of font sizes and color. Bold and capital letters. Use of white space. It was clean and easy to read. The layout was predictable throughout the whole site, which made it easy to navigate. | It was very easy to navigate. The navigation bar was at the top. The headlines were in bold print easy to see. There are lots of pictures and videos which appeal to the audience. | I found lots of information that was set out in a way that was appealing and easy to find. There were lots of pictures and videos and view words which I liked. |

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| **Worst Websites** | **Color** | **Typography** | **Audience Appeal** | **Communication Value** |
| **The Afterlife**  <http://heaven.internetarchaeology.org/heaven.html#bottom> | Dark blue and purple. Flashing light everywhere. It hurts my eyes. I had to click away. Red bubble letters moving. | There is none. Random pictures everywhere. I tried to click and got nowhere | NONE! No links. No purpose. Just annoying flashing strobe lights | Very poor --to none! |
| **Don Swanson Racing School**  <http://donswansonracingschool.com/index.htm> | Dark blue and white background.  White, yellow, green, and red letters. | The navigation bar the smallest text on the page and is squished so tightly that it looks blurry and hard to read. The biggest text on the page is the sponsorship. Random links and big paragraphs of words appear of the home page. | Very little. They needed more photos of racing cars! The photo navigation link took you to another page where you had to again click on text to take you to a particular picture. Annoying. | None- people wouldn’t bother to stay on the site for long! |
| **Zulily**  <http://www.zulily.com/?tab=new-today> | Blue and white. It was pleasing to the eyes and not too busy. | From what I can see (I did not register) the use of bold and capital letters. Lots of words and pictures on the page. The windows to show clothes were not lined up and easy to view. Needed more white space! | I had to sign up to the site in order to view their clothes! So no appeal at all. I didn’t sign up or see what they had for sale. | None- why limit the people who see your store by having them sign up? |
| **Penny Juice**  <http://www.pennyjuice.com/htmlversion/whoispj.htm> | Rainbow colors. Every color is on the page! Very hard on the eyes. | All the text is centered. Half the site is in all capital letters and the other half is in all lowercase letters. The text is white or black depending on the background color. There is so much color and no sense of design it’s hard to read. All letters are the same size. Even the title! | None! Apparently Penny Juice is for infants, but infants won’t be on this site buying the products- their parents will. They should have designed it more toward the mom with nice pictures of babies drinking the juice instead of quotes by others who have used it. By the way – with no quotation marks! | None! The navigation bar is tiny and centered at the very bottom of the webpage! Really??? Hello! |