Exercise: Analyzing Websites with CRAP

Your Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# Overview

So, you've been web surfing for quite some time now, and you've undoubtedly found some pages that you like and others that you don't like. Sometimes, it's not so easy to really explain why. You now have a new vocabulary with which to describe your thoughts on the matter.

# Part 1: Group Evaluations

1. Follow this link using the browser of your choice.

**http://www.rochesterfirst.com/**

1. Examine this site… at least the first page and a couple of links to sub-pages (pages that are part of the same site).
2. Summarize your opinions and why you came to them here:
   1. Alignment:
   2. Proximity:
   3. Repetition:
   4. Contrast:
   5. Use of color
   6. Use of typography
3. Now go into myCourses, into the **Design Principles** discussion, and tell the class your opinions on the design of **http://www.rochesterfirst.com/**.(HINT: You just wrote them in step 3). Each of you should post your thoughts individually – not as a group.
4. After you post your review, read the other student comments about this site. Choose one other student review and summarize below:
   1. Author of message you’re summarizing: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
   2. Alignment:
   3. Proximity:
   4. Repetition:
   5. Contrast:
   6. Use of color:
   7. Typography
5. Do you agree or disagree with this person about the design elements of the page in question (Why?)

1. Reply to their post (politely) to discuss your agreements and disagreements.

# Part 2: Design Critiques

Pick a web site ***you don’t like*** (in terms of design), and a web site you ***do***, and describe/critique each using the forms attached to this handout. If you are having trouble finding a bad site, try using a random link generator such as:

http://www.uroulette.com/ or   
http://www.whatsmyip.org/random-website-machine/

# Part 3: Individual Critiques

Pick a color scheme for your own class page and describe it below. (Describe your color scheme in terms of what color(s) you will use for each element.) Feel free to make these determinations as a team.

Now, use the space below to sketch an improved layout for your page. Again, work with your neighbors to come up with something really great! A simple wireframe drawn up in the app of your choice, or a hand sketch either scanned or photographed with a phone would be fine.

|  |
| --- |
| **bad site:** |
| **Alignment:** How many different styles of alignment can you see on this page? Describe them:    Where is the strongest alignment line on this page? Why? |
| **Proximity:** Identify two elements of this site that, due to their proximity, appear to have a relationship.  Identify information at this site that "hangs" alone. |
| **Repetition:** Does the repetition on this page draw attention to anything particular? What?  Describe the repetitive element(s) used to the best advantage on this site. |
| **Contrast:**  Identify the strongest area of contrast at this site.  Are there areas of this site that seem "muddy" or run together because of a   lack of contrast? What are they? |
| **Color & Type:**  Does the use of color and type on this page enhance or detract from   the content? How? |

**Additional Notes:**

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| --- |
| **good site:** |
| **Alignment:** How many different styles of alignment can you see on this page? Describe them:    Where is the strongest alignment line on this page? Why? |
| **Proximity:** Identify two elements of this site that, due to their proximity, appear to have a relationship.  Identify information at this site that "hangs" alone. |
| **Repetition:** Does the repetition on this page draw attention to anything particular? What?  Describe the repetitive element(s) used to the best advantage on this site. |
| **Contrast:**  Identify the strongest area of contrast at this site.  Are there areas of this site that seem "muddy" or run together because of a   lack of contrast? What are they? |
| **Color & Type:**  Does the use of color and type on this page enhance or detract from   the content? |

**Additional Notes:**

When you're all done, post this completed file, renamed **Exercise-CRAP-YOURNAME.docx**, to the appropriate dropbox before next class.