Lab 8: Interfaces and Grids

Bad Websites:

* <https://www.suzannecollinsbooks.com/>

For a variety of reasons, the Suzanne Collins website is a poor model. The first reason is that the single web page contains far too much information. The information is not organized neatly into decluttered sections, making the page look congested. The fonts used to write the quotes make them difficult to read. The gap between sections and lines causes the words to appear overlapping and difficult to read. Though the information provided is fascinating, much of it is irrelevant to the creator's intent. Because of the brightness of the white and orange, the color scheme induced headaches.

This website is a wonderful homage to Suzanne Collins, but it needs to be updated. More icons and/or links to other material might help to tidy things up a little. There are far too many quotes on all of the pages that are unnecessary for the website. The color palette is straightforward, however it could be calmer and less colorful, perhaps a green or bluish-gray. Fonts and font sizes should be larger and more bold, such as black, rather than gray. Overall, there is more contrast and organization.

* <http://www2.pnwx.com/>

This website is a poor example since the background is inconsistent with how the information is presented. The information organization is not visually appealing. The title and subtitle are in red and green, which does not appear professional for an x-ray inclusion. The terminology used in the catalog is overly complex and incomprehensible to the visitor. Despite the fact that the search bar is highlighted, it remains unprofessional and overly small. Again, there is too much information on the individual web pages that is unnecessary. The text is also too small to read comfortably most of the time.

The blue and black color scheme could be preserved, but it could be simplified to three hues, including black. The catalog should also have less information and be better organized. A wider search bar should be included rather than being explicitly mentioned by the developer. Trying to identify and understand the products would be far more difficult and time-consuming for a viewer. The spacing and length of lines are likewise unappealing and contribute to the website's clumsiness.

* <https://www.tagteamsigns.com/>

With the bright red home page, the color palette is blinding from the start. The usage of red throughout the website makes things difficult to see and read. The website is well-organized, however the color scheme overwhelms it. There are a few components that are difficult to understand at first but become clear after some research. The line length and spacing could be a little neater and more structured. There may be a little more information on the company because what the company can perform for the customer is a little complicated.

In retrospect, the website simply requires more information and a more appealing color palette. The color palette would make the watching experience less overwhelming for the viewer. More corporate information would provide the viewer a better knowledge of the company and its services. Perhaps some comments or reviews would pique the viewer's interest in the company and its website.

Good Websites:

* <https://www.apple.com/>

For a company as prominent as Apple, they require a sleek website to appropriately showcase everything they have to offer. The website has a global header which includes a dropdown menu for every type of product they sell. They have a search bar, and clicking on the Apple logo at the top left of the screen redirects you to the home page. Apple's website is a combination of white, gray, and black. Their choice to have white dominate the page reminds me of a clean-room used in labratories. Despite their basic general color scheme, the products they showcase on the homepage are high-quality, vibrant masterpieces that accent the website in a visually appealing manner. Every product picture has leading lines that draws attention. Even with their typography, the desingers chose a polished font which attributes to the elegant design they want to get across for their target audience of high-end electronic consumers. These minimalistic elements in combination conveys a message that Apple sells reliable, top-tier products.

Their global footer takes on a lot of space at the bottom of the page which contains legal information as well as detailed list of links that include everything a consumer could need from Apple; they have support pages, educational deals, subscription-based products, healthcare, and even a subsection that describes the moral values of the company. Each element of the website is sized properly in order to distinguish the different modules of the website.

* <https://www.rcarecords.com/>

RCA Records is a fantastic juxtaposition to Apple's minimalistic design. RCA is appealing to artists. The very first thing you see is a slideshow of their clients, which the words "Art, Records, Culture" being overlayed on the pictures, typed in large, unconventional fonts. It's clear and easy to read, plus it conveys that non-conformative, creative tone that sets the mood for the website. For navigation, a dropdown menu spawns from the top, and they cleverly chose to make the background limpid so the slideshow wasn't overlapped in a distracting fashion.

Each page of the website has a big, in-your-face attitude.Graphics are constantly moving across the screen, music videos are silently playing in gray-scale so it grabs your attention. This normally would not work, but since music is about self expression, this design truly appeals to their target audience. Each section of the website is clearly distinguished by contrasting colors and large text that summarize the contents of the section that scrolls across the screen like a news ticker, I love how they chose this movement for their artist's text as it relates to how streaming services like Spotify and Apple music scroll the artist's title across the screen when playing. The colors share a color scheme of diminished primary colors and each color was thoughtfully placed. The typography majorly consists of a sans-serif font. For the size of each module, most artist's section is equally large with the exception of recently released music, which takes up much more of the screen. Even the global footer is large and vibrant. The website is creative and consistent.