Websites that offered inspiration:

<https://www.amazon.co.uk/> - I chose amazon for my first inspiration for the design, as it utilises an effective top menu list system, and the title location I feel is in a small but effective place.

<https://www.nationalgeographic.com/> - I chose the national Geographic’s website because the website has always made excellent use of pictures, so I took inspiration from this and chose to put the image of the academic on one side of the website. In addition to this, I also really like the choice of colours used; the black/dark grey on white would be something I would like to implement with my website.

<https://www.essex.ac.uk/> - Finally I chose the University of Essex’s website for the image in the top left, as it would be something I could potentially implement as an improvement to my original design if the original site didn’t efficiently make use of space provided.

*-Cieran Almond 1604959*