

REVISION:

When I went back and read this over again, I was surprised to realize how much my opinion on my own design had shifted. I made a concentrated effort to go back and add a more personal touch to my website. I added a few bells and whistles so to speak to make it less bland, and I like the direction. I think the website has a little more personality now, which is nice. There are still ideas in here I would like to accomplish however, so the website as a whole is shifting directions a little from a personality standpoint, the functionality still needs to be good.

In Class Writing Assignment: Envisioning My Design

In my opinion, an effective website design encompasses a few different concepts. Initially, it is important to consider the audience to effectively engage them. Why would someone visit the page? If it is a sports website, provide the reader with a myriad of sports articles. Include some videos of highlights to spruce up the page. If the reader goes to a page searching for world politics, perhaps sports content shouldn't be an option. Aesthetics are also important. As previously stated, a website showcasing a form of entertainment is supposed to be a little more flashy, it can be more eye catching. Sharper colors may be used, more videos and pictures, these are all appropriate things for the medium. For our theoretical news website, it is expected to look a little more professional and understated. The use of flashy color and quick blurbs of information aren't necessarily going to satisfy the reader coming in search of fact and analysis. Ease of use is also a key area. For all websites it is important that the reader be able to navigate the page. This means a page should always have some sort of clear distinct header so they know what section they are observing, there should be some meaning in the headers, and there should be an easy and quick way to get to whatever the reader is looking for. If it has these functions, then chances are the reader will come back to the page because they got what they came for and the experience was easy. Possessing all these other things makes a website memorable and enjoyable.

I would like my specific website to be a more professional source of information. To that end, the most important aspect will be ease of use. It is important when trying to display yourself as professional to make sure that those that you want to view your page can navigate the site easily. For example, I will want my website to be very clear and concise, with every aspect to be in its place. To accomplish this, I want everything to be very neat and legible. This means obviously using an easily readable font, making sure the text color and page have good contrast so it is visible, as well as having an easily navigable menu with good spacing so that the reader can find whichever section they are looking for quickly. To this end, it will look smooth and efficient, but that doesn't mean that it simply has to be a bare page of text. If I wanted to, I could give the page an understated background color, a photo of myself to add color and a personal touch, and a sidebar instead of an overhead links menu for diversity, while still displaying the menu items clearly. I feel that this website would clearly display me in sleek professional way.