

Activity 4: Colors and Fonts

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Universities

1. University of Ottawa: <https://www.uottawa.ca/en>
2. Simon Fraser University: <https://www.sfu.ca/>
3. Laurentian University: <https://laurentian.ca/>
4. University of Toronto: <https://www.utoronto.ca/>

Color Analysis

University	Number of colors	Prevalent color	Consistent Aesthetic	COVID-19 Attention	Use of color for attraction
U Ottawa	6: Red, white, Black, gray, dark gray, yellow	Red. They made this choice as it is one of the universities colors and to draw the user's attention to important items such as buttons	They use a consistent aesthetic on buttons so users can recognize the specific buttons they can press	The website uses the yellow color to draw the attention to COVID-19 measures	They are using red to attract users to Important buttons and items within the page. They are also using color attraction on the COVID-19 banner and the emergency button on the footer
Simon Fraser	5: Gray, white, red, black, dark gray	Red. They made this choice to give emphasis on important items such as titles of topics and buttons	They use a consistent aesthetic and repeat style of titles and buttons to give a professional feel	The website is not drawing any attention to COVID-19 measures. It appears there is no COVID-19 Content on the website	They are using red to attract the users to specific topic titles and buttons
Laurentian	6: Blue, White, Black, Yellow	Blue They are using blue to highlight important	They are using a consistent aesthetic by making the	This website is somewhat drawing attention to	The website is using blue to attract the user to

		sections within the web page	background of important sections blue.	COVID-19 measures. It is the first important section (blue background) in the page however the section does not stand out from others	specific important sections within the website such as small article blurbs that link to the actual article
U Toronto	4: Blue, White, Gray, Black	Blue, Blue is being used to highlight important areas within the web page such as the navigation bars and the titles of important articles	They are not using a constant aesthetic in areas such as the buttons since are not using the same style, 3 buttons are of a different shade of blue and another button does not have a background and is simply text.	The website is not displaying COVID-19 Measures directly, they have it hidden behind the 'Campus Status' button. They have made the button stand out by making the text color yellow.	They are using color attraction to allow the user to be drawn towards article titles

Font Analysis

University	Number of Fonts	Associated with a message	Used to get attention	Font Moods
U Ottawa	3 fonts	Each font seems to correspond to a specific message. The font style may be the same but the font may be more bold	They use font size and bolder fonts to get the attention of the users	The fonts give professional mood
Simon Fraser	3 fonts	Each font does correspond to a specific message. Some messages include a title of a section to a body of a section	They use font size and bolder fonts to catch the attention of users to the main topics on the page	The fonts give a professional mood as well as a modern mood.

Laurentian	2 fonts	Each font will be more bold for titles and will be standard for description.	They use bolder fonts for emphasis in page sections. They use smaller fonts for descriptions	The fonts give a professional mood as well as a more soft and friendly mood
U Toronto	3 fonts	Each font corresponds to a specific message, The font family may be the same but the font will be more bold or greater in size to represent a different message	They use bolder and larger sized fonts to get the users attention. This is usually for sections titles and important topics	The font gives a professional mood

Comparative Study

The sites have many common aspects. For starters, they seem to choose a primary color such as blue or red and the rest of the colors are monochrome black, white and gray. They also seem to use the primary color chosen in similar ways to highlight important titles or sections. Each site uses a different kind of font, but each font gives off the same mood of professionalism. The SFU site gives a much more different atmosphere from the other 3 sites. It gives off a more modern feel because of the way the site is structured as well as the font style they used. The other 3 schools provide the same atmosphere of professionalism. The atmosphere of each site is created mainly by the fonts and the colors however the atmosphere is also influenced by the images and topics displayed on the page. The atmosphere is also influenced by the method the site is laid out. For example, the moving backgrounds of the SFU page gives it a more modern and professional feel as the website seems much more complex.