* What is this site about — What compelling message does this site (or story) communicate?

This site is about the global goals for sustainable development, and it contain all the introduction of the goals and an animation shows what the world could look like if some the Global Goals achieved by 2030. The brief introduction like the animation or videos will attract visitors’ attention and make the information easier to learn. In addition, this site offered messages like quick links to the social media to help people interested to get themselves involved.

* What drew you to the content, and would you consider this a cohesive/dense site, or one slim on content?

What drew me to the content is the CSR course last semester, I learned the global goals in the class and I want to search more information about this topic, and I like this site very much, because it offered me almost all the knowledge I expected, and these messages is well organized in different categories and set the outcomes of the goals in this site as well. And I would consider this a cohesive and dense site, because the information in the site is more than a definition but also present the present conditions and what is happening about this topic. Thus, visitors and people concerned about these goals can have a quick view and better understanding the impacts of this topic.

* Please evaluate if this site relates to the work you want to make this semester.

As I want to establish a similar website this semester, I think that is quite a good example for me and that could be a template I can learn from, including the way it organized, the categories of the goals. Moreover, the visual collocation in the site, the words and imagines, as well as the color matchings could inspire me a lot.

* How is this website organized? Please specifically describe the navigation system. Is it easy to move from page to page, or is it a single scrolling page? How does someone move from one piece of content to the next.

It is organized by the categories, including the definition of the goals, the outcomes, “what can I do” part and “what’s happening” part. And all these categories are consisted of the detailed information related to every single goal itself. The navigation is fluid and clear, by click the key words in the front page, visitors can access to the part of this idea that they are interested.

The site make it easy to move from page to page, visitors just need to click the certain category they want and there is a single scrolling page offering all the messages. Visitors could simply enter the goal they interested in and move to the introduction by click the topic or the word. Whenever they want to return to the front page they just need a click on the logo with the word the global goals for sustainable development.