Rational:

One of the main problems I’ve observed in the web page is the lack of contrast between items. For example, the menu on the left side of the page is very hard to read due to a lot of the items being the same color. Not only are they the same color but they also seem to not be placed properly. I also don’t like how on the right side of the page, “Oktoberfest 2012” and “closed for the summer” are both red.

Item #1

Description: Header

Header Font: Arial 30px

Color: Black

Alignment: Center

Media: German flag, mascot and company logo

Company Logo Interactivity: N/A

Item #2

Description: Title

Font: Arial 10px

Color: Black

Alignment: Left

Media: Oktober Fest

Company Logo Interactivity: N/A

Item #3

Description: Title

Font: Arial 10px

Color: Red

Alignment: Right

Media: N/A

Company Logo Interactivity: N/A

Item #4

Description: Picture

Font: N/A

Color: N/A

Alignment: Right

Media: Bavarian Brauthaus

Company Logo Interactivity: N/A

Item #5

Description: Menu

Font: Arial 20px

Color: Black

Alignment: Left

Media: N/A

Company Logo Interactivity: N/A