General mission

1. The general mission of this site is to show of Yale art program and to make the used for students coming in and for to tell incurrent student what is all happening in their program and to give user some background of what they could be interested in if excepted into yale.
2. I would say the target audience to this site would be student who are interested in yale art program and are hoping to learn more.

Design question.

1. I like the animated background they try to give more of atretic appeal. I like the minilistic approach like it trying to show off more creative thing with that student could accept. Third and at least they keep the word black so it easy to read.
2. The thing I don’t like about this site they real didn’t stick to a column format column feel awake and it make me feel like information is spread out everywhere. Second, I really don’t like how they did a lot of gif for the background it make it hard to focus on what I may be trying to look for and it just too much. And third all the background they pick for the site aren’t big enough they all repeat and lose any type of appeal they were looking for.
3. The flow of the site is bad mostly because they do not sick to a color format. Their color changing in every page and sometimes hyperlink that are same color hiding in them. And the columns make the site feel clunky.
4. So I feel like the site is supposed to appeal to more creative individual by it take a misstep every chance it get. If the target audience is supposed to appeal to art student it shouldn’t look like a 7 year old created the site they need a more better user friendly design that would appeal to art student. So I think fails in that aspect