

Chapter 5 Case Study Questions

JavaJam:

1. Hierarchical. It is the best design because there are not many pages to link to yet. The navigation bar can contain all the important pages and there are only a total of four links which is the optimal amount.
2. There are 4 navigation links which is the optimal amount. Colors appeal to target audience, scheme is reminiscent of coffee and related colors. Header and logo is consistent among all pages. Contrast could be better for some lower headings. Site isn't mobile friendly, would benefit from responsive web design. Not optimized for all browsers.

FishCreek:

1. Hierarchical. It is the best design because there are not many pages to link to yet. The navigation bar can contain all the important pages and there are only a total of four links which is the optimal amount.
2. There are 4 navigation links which is the optimal amount. Header and logo is consistent among all pages. Footer contains all relevant information. Text size is small, makes it hard to read. Contrast for text and background color is also not great. Images are used for navigation links.