Site: supremenewyork.com

What kind of site is it? Who is the audience?

This is a fashion site. Its audience is high fashion urban, skater, punk culture.

What type of content does it feature; long-form text, slideshows, videos, etc?

The website contains videos, pictures and bits of long text.

What typeface/s, type sizes and colors are used?

The website uses a typewriter font that’s rather small. It uses black, red and white mostly as its color scheme.

How would you describe it aesthetically? Beautiful, clunky, boring, sparse, packed, ugly? Why?

The aesthetic of the website is very minimalistic to focus the audience attention of the products being sold.

How does the menu function?

The menu of the website is the home page. Its in a simple list format.

What can you interpret about the org/person/group by what you see? Do you trust them,   
are you suspicious, ambivalent, etc?

I can interpret that they are high class and trustworthy due to their precision and design.

What kind of tone does the website set: fun, serious, slick, corporate, DIY?

This is a serious, slick website that contains items that have fun interesting designs.

Are there any surprises as you click around?

They are not that many surprises except for a faint Logo watermark on the home screen background and a time stamp.

Is there anything particularly annoying or confusing about it?

No

Draw a sitemap of the site. Example here: [Otis College of Art and Design](https://drive.google.com/file/d/0B5RUdWv7-9MAOHNQTFRnYXhTRzQ/view).

# of pages on the site: 10

Shop

Random

About

Contact

Stores

Fall/winter 2017 preview

Fall/winter 2017 lookbook

Home

News

Mailinglist

Site: illegal-emotions.xxx

What kind of site is it? Who is the audience?

This is a music website. Fans of the band.

What type of content does it feature; long-form text, slideshows, videos, etc?

Its image, audio and video driven with actual text based forms.

What typeface/s, type sizes and colors are used?

It uses a san serif typeface that is yellow on a black background.

How would you describe it aesthetically? Beautiful, clunky, boring, sparse, packed, ugly? Why?

The aesthetic is messy and comedic and punk like to represent their comedic rap/noise genre.

How does the menu function?

The menu takes up the whole home page and when you click a link the page cascades from the link instead of opening on an entirely separate page.

What can you interpret about the org/person/group by what you see? Do you trust them,   
are you suspicious, ambivalent, etc?

They are a small independent group that wants to achieve a very grunge like aesthetic. I trust them mostly, however they can seem suspicious due to its randomness.

What kind of tone does the website set: fun, serious, slick, corporate, DIY?

Website is fun and clunky.

Are there any surprises as you click around?

The main surprise is the menu set up and its pages design.

Is there anything particularly annoying or confusing about it?

The fact that the pages don’t open separately is slightly annoying.

Draw a sitemap of the site. Example here: [Otis College of Art and Design](https://drive.google.com/file/d/0B5RUdWv7-9MAOHNQTFRnYXhTRzQ/view).

# of pages on the site: 16

True True True

Shows

T- Shirts

Credits

Download

11

10

9

8

7

6

5

4

3

2

1

home

Site: https://kimoji.com

What kind of site is it? Who is the audience?

This is site is celebrity site. Its audience is anyone who is a fan of Kim Kardashian and that would be interested to buy her merch from her brand.

What type of content does it feature; long-form text, slideshows, videos, etc?

The website contains animations, pictures and emoji icons.

What typeface/s, type sizes and colors are used?

The website uses a san serif typeface that is bold and medium sized. The color scheme is black and white mainly with color found her products only.

How would you describe it aesthetically? Beautiful, clunky, boring, sparse, packed, ugly? Why?

The aesthetic of the website is fun and energetic. The has the cursor on the is an emoji of a middle finger. When hovering over a product the item shakes and when you click on a new page a waterfall of emoji fall from the top of the screen.

How does the menu function?

The menu button is in the middle of the header and when you click on it a list of different page links fade in. You then would click the link to redirect you to a new page.

What can you interpret about the org/person/group by what you see? Do you trust them,   
are you suspicious, ambivalent, etc?

I can tell they are trustworthy and wealthy but the design and aesthetic of the website and how its successfully built. The items are expensive and associated with a celebrity face. Also the knowledge of the origin of the website is a celebrity’s brand makes it seem more secure.

What kind of tone does the website set: fun, serious, slick, corporate, DIY?

The website has a very fun tone.

Are there any surprises as you click around?

Yes, you are surprised with various funny icons that fall from the top of the screen when you click a link and animated products whenever you hover over them.

Is there anything particularly annoying or confusing about it?

The cursor can be a bit annoying do to its size and the fact that it only works inside the website.

Draw a sitemap of the site. Example here

# of pages on the site: 11

Terms

Cart

Everything else

Pins and patches

Clothing

Party stuff

Hats

Iphone cases

Slides

Back to school

All

Home