EVALUATION, TASK 1, Week 3. MAD A

<https://rebellion.earth>

Extinction Rebellion

* + Is it clear what actions that can be performed?

*Yes, everything is presented in a clear manner. Actions are perceivable.*

* + Are the effects of an action perceivable?

*Yes, all the icons are visible and easily accessible.*

* + Are possible actions well signposted?

*Yes, just by scrolling the homepage we can see what the campaign is about and what actions they can do to help.*

* + Does the website follow the principles of contrast, repetition, alignment, and proximity to support meaning, unity, and groups?

*Yes to an extent, the contrast between the shade of green and the black is not the best. It’s not unreadable but it would be nicer if there was a different contrast. Other than that website follows the rules of alignment, etc.*

IMAGE USE:

* + What are the images used for: propaganda, advertising, clickbait, aesthetics? Do they align with website’s key message?

*Images are used for propaganda of the movement, they support the main message of the web page which is to organise protests across the world to save planet from the climate change.*

* + Can you find evidence of images used with intent, which enhances information comprehension, retention and appeal?

*Images defiantly enhance the information comprehension, the message is pretty clear thanks to them.*

* + What kinds of images are used? Raster, vectors, a combination?

*Combination of raster and vectors; raster images are used for photos and vector images are used for graphics.*

<https://ec.europa.eu/clima/>

European Union web

* + Is it clear what actions that can be performed?

*Yes, everything is visible, all the links are distinguished clearly.*

* + Are the effects of an action perceivable?

*Yes, there are arrows that represent drop-down menus.*

* + Are possible actions well signposted?

*The menu on the left has submenus that are only visible when they are clicked on. It would be helpful if it would be revealed by hovering the mouse over them.*

* + Does the website follow the principles of contrast, repetition, alignment, and proximity to support meaning, unity, and groups?

*In general yes, however, it is a little bit overcrowded with information.*

IMAGE USE:

* + What are the images used for: propaganda, advertising, clickbait, aesthetics? Do they align with website’s key message?

*The images are used for aesthetics, the message of the web is to inform about climate change and EU views on battling it.*

* + Can you find evidence of images used with intent, which enhances information comprehension, retention and appeal?

*The images enhance the reading experience and divide text, so it is easier to read.*

* + What kinds of images are used? Raster, vectors, a combination?

*Combination of both.*