

Luca Crognale-Manzoli

Danielle Alderman

YSDN 1006 - Visual Interaction Design - Exercise C

February 8, 2018

Site Analysis

The website I chose to analyze is the website for Rosa's Place, a local Italian restaurant in my area. The website is very simple and provides all the necessary information for anyone looking to go for a nice Italian meal. It advertises the food that the restaurant provides and their hosting service for special events. The website follows a very clean style. It's a very simple layout, but has complex design elements like the background and logo. This allows for easy navigation of the website and allows for information to be found easily.

Visually, the website looks simple and clean, but also looks nice. It has a very classy look to it, which helps to get across the idea that the restaurant is a nice, classy restaurant. It has very square layout, but that works in it's favour. The primary types used on the website are Verdana and Calibri. Verdana is the font used on the nav bar and Calibri is the font used for most of the typed boxes. The typography is very uniform with the rest of the webpage, and across each page of the website.

The website holds more imagery than I was initially expecting it to. Along with the logo and the background image, there is a collection of images on the homepage that constantly cycle through one another that showcase the inside of the restaurant but also showcase some of the dishes served at Rosa's Place. Along with the pictures shown on the homepage, there is an image on each subsequent page of the website in

the header of each page. There is also a Gallery page which showcases images and photos of the inside of the restaurant.

Navigation is simple and easy to understand. There is a simple nav bar at the top of the page that links to different pages on the website with any and all of the information you would be looking for. The menu and the dishes offered, reservations, special events, a gallery, a contact page and any legal information the viewer could be looking for.

There are a few animated elements on the website as well, the one that really stood out to me is the simple fade animation between images on the homepage of the website and the small change in the colour of the text on the nav bar.