Critiquing a Website for INFM322

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INFM322: Introduction to Multimedia and Design

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May 27, 2023

Stanford Critique

Stanford University's website is dedicated to any activity or information about Stanford college. The website provides new and returning student's information about the college's news, events, opportunities, and admissions. The purpose of this critique is to ascertain the positive and negative qualities of the university's website, primarily by evaluating its accessibility, navigation, contact information, menu, images, space, font, colors, and layout.

Stanford University's website is remarkably well done. The navigation bar is efficient in categorizing the website into its major parts, and the links themselves are laid out in a way that invokes simplicity in its design. The use of space is also perfect, as each element on the website is distinct but not too far away from its neighbors. The fonts are adequately sized, and the colors reflect the university's identity in a positive way. And, due to its simple layout, Stanford's website is accessible to all, as it promotes efficient use of typography and related information. The website's images also appear to be carefully curated, as they illustrate a link's purpose without the user having to read its header. Lastly, the contact page is comprehensive and provides users with multiple methods of contact and college information. Stanford University's website was, in my opinion, developed entirely with the user experience in mind.

My critique of Stanford University's website is entirely positive, as I was unable to find any negative qualities in its design. The use of space, colors, fonts, and overall layout methodology invoked a sense of simplicity and ease-of-use, causing me virtually no trouble in navigating or understanding the website's intentions. As a result, I can honestly say that, out of the three websites I have reviewed for this assignment, Stanford University's website is without a doubt the best designed and most user focused.

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