

To: Professor David Sidore

From: Justin Lee

Date: December 6, 2022

Subject: Rhetorical Analysis of Home Composting Fact sheet

The purpose of this memo is to explain purpose of the redesign of following web pages:

- Admissions Requirements for the Graduate Major in Computer Science of UCLA  
<https://grad.ucla.edu/requirements/?app=admission&major=0201>
- Steps To Apply to a UCLA Graduate Program  
<https://grad.ucla.edu/admissions/steps-to-apply/>
- Admissions Requirements for the Graduate Major in Management: M.B.A.  
<https://grad.ucla.edu/gasaa/deptinfo/deptinfo.asp?code=008j&academicyear=20232024>

Two preserved aspects of the original pages and four redesigned aspects of the original pages will be introduced. Preserved aspects are color consistency and rhetorical style, and redesigned aspects are lack of consistency, images that are out of context, bad choice of headings, and lack of emphasis in contents.

## Summary

Overall, the original UCLA admission consistently uses the same blue color from the UCLA logo in order to represents UCLA itself and enhance the readability of the pages. Also, the pages have a readable and professional tone of writing, so I decided to preserve the color choice and tone of writing as I redesign the pages. However, the original pages have a lack of consistency, especially in the layout of the pages. I redesigned the layout of the pages to make them have consistency. Also, I changed images that are out of context into more relevant images. The pages also have bad choice of headings and do not emphasize important content with font stylings. These problems make it harder for users to find important information within the pages, so I set fixed styles for headings, subheadings, and paragraphs and added stylings in the paragraph to help users find important information easily.

## Preserved Aspects

### *Color Consistency*

The original UCLA Admission pages have a consistent color choice. The pages use a desaturated royal blue from the UCLA logo and various alternative blue colors that resemble the main color. This color choice is excellent in aspects of representativity and readability. In the aspect of representativity, the color itself can represent the UCLA and reflect its culture. In the aspect of readability, the desaturated royal blue is distinct enough to emphasize headings and makes with a good contrast with the white background. I implemented this color consistency on my redesigned pages with the exact same colors that are used in the original pages.

### *Rhetorical Styles*

The contents of the original UCLA Admission pages are written in a straightforward and easily understandable manner with sufficiently detailed information. As a result, I preserved most of the sentences from the original pages, and only minor clarifications were needed.

### **Redesigned Aspects**

#### *Lack of Consistency*

The original pages have lack of consistency in the aspect of layouts and sentence structures. For example, the “Admissions Requirements for the Graduate Major in Computer Science of UCLA” page (CMPSC Admission page) has a completely different layout than the other two pages. Also, “Admissions Requirements for the Graduate Major in Management: M.B.A.” page (MBA Admission page) does not have the navigational bar on the bottom of the banner that “Steps To Apply to a UCLA Graduate Program” (Admission Steps page) has. Moreover, the MBA Admission page has a slightly different size of the white content container than the Admission Steps page. Lastly, the width of the header and the white content container do not match. I set the layout of the Admission Steps page as the fixed layout of the redesigned pages and only changed contents inside the white content container to create consistency between the layouts.

#### *Images that are Out of Context*

In the Admission Steps page, most of the images are out of context; images are mostly irrelevant to the steps to take, even though the images are much bigger than the subheadings. These images confuse users about the context of each step, so I changed those images using free stock images from the Internet.

#### *Bad Choices of Heading*

In the CMPSC Admission page, the font sizes of headings and subheadings are similar to the font size of paragraphs. Also, there are big gaps between headings and paragraphs, making it harder for users to distinguish which paragraphs belong to the headings or the subheadings. Moreover, the color of the headings and subheadings are black, which is same as the color of the paragraphs and not consistent with the other pages. Hence, I set a fixed style among headings, subheadings, and paragraphs; heading and subheadings are now sky blue and have a bigger font size than paragraphs.

#### *Lack of Emphasis in Contents*

Most paragraphs do not have stylings such as bold, italic, or underlines that emphasize important information. I bolded some important information such as deadline of application or name of the departments of graduate programs to make that information easier to spot for users.