**Website Research for Project**

**Skysports.com**

Skysports.com is the first website I done my research on. Skysports is an UK website and the main sport news on the homepage are about football (soccer). The main objective of the website is to provide valuable news in different types of sports. The website is symmetrical in design and is easily navigable. Sometimes when there is a really important piece of information, it is displayed at the top of the homepage in black and yellow colors and with a sign “Breaking News”. This color combination catches the user’s eye straight away. When the user hovers over with the mouse pointer over an image. It grows larger a small bit i.e. it pops out. When the user hovers over with the mouse pointer over a clip, it shows a small preview of the clip. On the homepage there are ten sections which are: Live on Sky, Latest News, Video, skybet, Around Sky, Trending, Pundits, Features, Shows and Podcasts and skynews. There is a nice amount of spacing between each article box. The target audience of this website are people interested in sports.

**ESPN.com**

ESPN.com is another website I done my research on. It’s slightly different compared to the skysports.com website. The target audience of this website are people interested in sports. There is way more stuff going on in the homepage of ESPN.com compared to skysports.com. At the very top of the homepage the website shows the scores in matches from different sports whereas skysports.com doesn’t. The website has a symmetrical design. On the right side of the homepage there is a box with the most important news “Top Headlines”. On each article there is a header saying the type of sport that the article is about and also next to the header there is an icon with the type of sport also. This makes it simpler to see what sport it is.

**RTE News**

RTE News provides general news from around the world. The website has two navigation bars. The bar at the very top of the webpage (black) shows different areas of RTE that they offer for example their radio or video player. The navigation bar (blue) underneath the top one shows different areas of news for example news about Ireland, World, Politics…etc. The website has an asymmetrical layout. On the homepage there is a big image which catches the user’s eye straight away. It’s the main headline of the date or the most read article (it doesn’t say specifically) and is the focal point of the homepage. The website has a responsive design. The site has also plenty of “white space”.

**Complex.com**

Complex.com is a news website providing news about music and music artists. On the homepage there is a main article on the top and the image is bigger then the rest of the articles. Underneath the main article there are two more smaller articles placed side by side to each other in a column. Underneath there is a section labeled “Latest Stories” with more articles. Every 5th article, there is an ad placed. The navigation bar is placed on top of the page and as the user scrolls down and up the page it moves with the user. This is a good website design practice because the user doesn’t have to scroll back all the way up to go into a different section. The website has also a responsive design.

**Cbssports.com**

Cbssports.com is a website providing news about sports. In my opinion the design is a mix between skysports.com and espn.com. At the top of the homepage it has two navigation bars. Both of the navigation bars have the same color but the very top one has a darker shade. The navigation bar at the very top has links to completely different things not related to news. Underneath the first navigation bar, the second navigation bar has links to articles about different types of sports. Underneath the two navigation bars, there is a header that shows scores from different games. To the left of the header there is a dropdown menu that the user can click to see scores from different sports. The layout of the website has an asymmetrical design.

**Foxnews.com**

Foxnews.com is a website that provides general news. It has a navigation bar at the top of the homepage. Underneath the navigation bar there is a header that shows hot topics. Between the navigation bar and the header there is the Fox News logo to the left. The website has a symmetrical design. The main article can be seen at the top of the homepage (the article’s image is bigger from the rest of the articles). Underneath the main article there are two columns with 2 articles in each (the images are medium sized). Going down the page, there is a section called “Exclusive Clips”. It has different videos. Underneath the “Exclusive Clips” section, there are more articles (the articles have small images).

**My News Website**

The news website that I decided to do my project on was about sports. I went with a modern style to design the website. I decided to go with a symmetrical layout for my website. The main colors that I went with are black and white. These colors complement each other. I decided to put the navigation items to the right side of the website instead of the left like most of the websites do. The main article would be put on the top of the homepage labeled as “Breaking News”. The image of the article would be bigger than the other articles and this would be the focal point of the website. The “Breaking News” would be in a yellow box and the font would be bold and black. This color combination symbolizes something important. I have made my website responsive so that it will fit on a mobile screen. I decided for the footer to have three sections (About Us, Quick Links and Newsletter Sign Up). The font that I have decided to use is Arial and also Century Gothic.