**Question 1**

***Part A: Space Jam***

* **Contrast**
  + - **Positive**: The website does a good job of contrasting the colorful icons with the dark, starry background, making the interactive elements stand out. The bright Space Jam logo and planetary icons attract the user’s eye effectively.
    - **Negative**: The red text for legal and compliance links as well as the copyright and trademark of Warner Bro at the bottom is hard to read against the starry and dark background.
    - **Suggestion**: Changing the color of text at the bottom to a brighter shade like white or yellow or place it on a semi-transparent background to improve visibility. Additionally, increasing the font size could help make the text more accessible.
* **Repetition**
  + - **Positive**: The use of circular icons and planetary themes creates a consistent visual motif that aligns with the “space” theme. This repetition helps tie the design elements together, maintaining a sense of unity across the site.
    - **Negative**: There is a lack of consistency in text styling and other elements. For example, different font sizes and colors are used without a clear pattern, making the design appear cluttered.
    - **Suggestion**: Applying a uniform style for all text, such as using a single font family with consistent color schemes for all words of the navigation icon. And another uniform style for all footer text.
* **Alignment:**
  + - **Positive**:The choice of having elements orbit around the central Space Jam logo fits the space theme well and adds a fun, playful touch. It gives the impression of planets circling a star, aligning with the site’s pace motif.
    - **Negative**: Each navigation icon’s words are not aligned. The words are all on top of the navigation icon except “SITE MAP” which is on the right side of the icon and “PRESS BOX SHUTTLE” which is below the icon. And also, the placement of the navigation icon feels random, making it hard for users to know where to start or where to go next.
    - **Suggestion**:Making the words all on top of the navigation icon. Introducing a more structured grid or circular pattern with evenly spaced icons would make the layout more organized and navigation more intuitive. The logo could still serve as the central hub with a more structured path outward to other elements.
* **Proximity:**
  + - **Positive**: The loose placement of icons does emphasize a sense of exploration, which can be fun for users who enjoy discovering things. It also prevents overcrowding, allowing each icon to stand out individually. And it does group related items together. In the middle of page, it has a group of main contents of the website that can be clicked into details. At the bottom of the page, it groups the legal and compliance links including “Privacy Policy”, “Terms”, “Accessibility”, and “AdChoices” together. And below that there is a group of words to show the trademark and copyright notice of Warner Brother.
    - **Negative**: The current layout does not effectively communicate relationships between different navigation options for the main contents of the website. And all the navigation bar is in the middle of page which should be avoided.
    - **Suggestion**: Grouping related icons that have intellectual relationships closer together, such as arranging all “media-related” links in one area and “interactive features” in another, would help clarify the website’s structure. Additionally, this could be reinforced by adding labels or headings to guide the user on what to expect from each section.