Paige Jones

March 21, 2023

Class 10 Assignment #1

1. **URL:** <https://dcmm.org/>
2. **Website name:** Door County Maritime Museum
3. **Target audience:** tourists, or people interested in history.
4. **Screenshot of the home page:**

**Graphical user interface, website

Description automatically generated**

1. **Indicate the type(s) of navigation evident:** The main home page looks organized as linear. However, as you click on links on the web page, the organization is more hierarchical.
2. **Describe how the design principles of contrast, repetition, alignment, and proximity are applied. Be specific:** The page design demonstrates the use of repetition by repeating the same font colors such as black, white, and blue. The font also stays repetitive whether you are on the main home page, or if you click on a link. This helps to create a cohesive look. The page design has good contrast as well. The designer uses bold text to draw in the viewers attention for important subjects such as “Visit” or “More Info.” The page demonstrates proximity by grouping together navigation links horizontally for related items such as the three museums that people can visit. This makes navigation easier to use. The page also demonstrates alignment on the as the three main museums line up vertically with the links below on the home page for more information about activities and events. This helps create an overall visual unity across the page.
3. **Complete the Web Design Best Practice Checklist:**

|  |
| --- |
| **Page Layout Criteria** |
| * □  1. Consistent site header/logo |
| * □  2. Consistent navigation area |
| * □  3. Informative page title that includes the company/organization/site name |
| * □  4. Page footer area—copyright, last update, contact e-mail address |
| * □  5. Good use of basic design principles: repetition, contrast, proximity, and alignment |
| * □  6. Balance of text/graphics/white space on page |
| * □  7. Home page downloads within 10 seconds on a mobile device |
| * □  8. Viewport meta tag is used to enhance display on smartphone |
| * □  9. Responsive page layout is configured for smartphone and tablet display |
| **Navigation Criteria** |
| * □  1. Main navigation links are clearly and consistently labeled |
| * □  2. Navigation is structured within an unordered list |
| * □ 3. When the main navigation consists of images and/or multimedia, the page footer area contains plain text hyperlinks (accessibility) |
| * □  4. Navigational aids, such as site map, skip to content link, or breadcrumbs, are used |
| **Color and Graphics Criteria** |
| * □  1. Use of different colors is limited to a maximum of three or four plus neutrals |
| * □  2. Color is used consistently |
| * □  3. Background and text colors have good contrast |
| * □  4. Color is not used alone to convey meaning (accessibility) |
| * □  5. Use of color and graphics enhances rather than distracts from the site |
| * □  6. Graphics are optimized and do not slow download significantly |
| * □  7. Each graphic used serves a clear purpose |
| * □  8. Image elements use the alt attribute to configure alternate text (accessibility) |
| □  9. Animated images do not dist |

|  |
| --- |
| **Multimedia Criteria** |
| □  1. Each audio or video file used serves a clear purpose |
| □  2. The audio or video files used enhance rather than distract from the site |
| □  3. Captions or transcripts are provided for each audio or video file used (accessibility) |
| □  4. The file size is indicated for audio and video downloads |
| **Content Presentation Criteria** |
| □  1. Common fonts such as Arial or Times New Roman are used |
| * □  2. Techniques of writing for the Web are applied: headings, subheadings, bulleted lists, short sentences in brief paragraphs, use of empty space |
| * □  3. Fonts, font sizes, and font colors are consistently used |
| * □  4. Content provides meaningful, useful information |
| * □  5. Content is organized in a consistent manner |
| * □  6. Information is easy to find (minimal clicks) |
| □  7. Timeliness: The date of the last revision and/or copyright date is accurate |
| * □  8. Content is free of typographical and grammatical errors |
| * □  9. Avoids the use of “Click here” when writing text for hyperlinks |
| * □  10. Hyperlinks use a consistent set of colors to indicate visited/nonvisited status |
| □  11. Alternate text equivalent of content is provided for graphics and media (accessibility) |
| **Functionality Criteria** |

|  |
| --- |
| * □  1. All internal hyperlinks work |
| * □  2. All external hyperlinks work |
| * □  3. All forms function as expected |
| * □  4. No error messages are generated by the pages |
| **Additional Accessibility Criteria** |
| * □  1. Use attributes designed to improve accessibility such as alt and title where appropriate |
| * □  2. The html element’s lang attribute indicates the spoken language of the page |
| **Browser Compatibility Criteria** |
| * □  1. Displays on current versions of Edge, Internet Explorer, Firefox, Safari, Chrome, and Opera |
| * □  2. Displays on popular mobile devices (including tablets and smartphones) |

1. **Recommend three improvements for the website:** The first recommendation I have is to adjust the font they use for the bigger chunks of informative text. The designer chose an uncommon font, and it makes it harder to read. Perhaps changing the font or adjusting it to bold with the grey background would help make reading easier. The second recommendation I have is incorporating some type of video file that helps showcase the three major historical sites to visit. The webpage does a great job providing several pictures of each museum, even during the different seasons throughout the year. However, I think having a video available to click on and watch instead of clicking and reading through information on the site would be helpful. The third recommendation I have is to provide subtitles for the video file so that it is accessible for all people despite any disabilities.