

I analyzed PW alum Katherine Negele's portfolio. I thought overall it was well put together and easy to navigate, which is important. There was obvious contrast between the header and the main content of each page/link. The header and footer are consistent throughout the whole site, and they're both blue, which creates contrast again with the main content, or body, of each page. There are six links at the top of the page in the header box, and each link directs the viewer to a different page. Each of these pages repeats the same layout. Each page is consistent with the next in terms of layout, design, colors, and content even. The content on each page is also laid out with the same design. There is a theme of a bright blue circle around the title of each project listed under the different links from the header. The alignment of each page is also consistent across the entire portfolio site. The header and footer remain the same, while the content on each page is aligned into two columns. The proximity was well thought out as well. Under each link in the header, there are projects listed she has completed. There is a thin line separating each project from the next to create distinct spacing. There are also images to show details of each project, and the descriptions are directly next to the images. If I were going to mimic one aspect of Katherine's portfolio for my own, I would choose to mimic the way the header and footer are present on each page in order for easy navigation.

I think the repetition of certain elements across the portfolio is the most visually appealing. It is appealing because it is consistent. The header and footer are in sync for every page a viewer might visit on the portfolio. I thought the designer made the right decision when she made each page have the same layout. I think it would get annoying to click each link and have a different layout popping up. Consistency in the repetition is important.

If I had to pick the least visually appealing element, I would pick contrast. The contrast of the colors compared to the header and the body of each page is good. The color contrast, however, could have been better. I, personally, did not like the bright blue circles around the titles of each project and the link on the main page. The bright blue did not

create a visually appealing contrast for my eye. I did like the darker blues across the portfolio, but I would have chosen a different blue in place of the brighter blue.