

<http://www.preteristarchive.com>

Headlining the terrible websites charade with authority is the Preterist Archive website. Navigation is actually ok, the exception being that the font color so distinguish the tab you are currently in is too similar to the font color of the rest of the tabs, making it difficult to distinguish which tab in the navigation you are in. The fonts are terrible. The majority of the text on the home page is terribly difficult to read; partly due to color combinations, partly due to the actual font. The message is very unclear. I couldn't immediately tell the purpose of the site (are you try to convert me, or you trying to steer me away, are you a church displaying your agenda, are you a third party giving an honest evaluation, etc...?)

The color and image choices are fine. I immediately get the feel of old, rustic scriptures. The exception here being the image that is used as a background to a small, difficult to read, passage of text. The hierarchy is terrible. The key area of the homepage is... well I'm not really sure. Its a picture with a link below to 'continue reading'. Don't I have to start reading to continue reading?

<https://www.msy.com.au/home.php>

Next up is the MSY Technology Pty Ltd (what the heck is this..?). I guess it's a site that sells computer parts. The first thing that jumps out to me is the lack of an acceptable navigation system. There are buttons to navigate around the page, but I wouldn't classify it as a navigation bar. The color of the header is terrible; bright red does not feel right for tech sales website. Taking up part of the grid of the valuable upper-left section is a confusing list of viewer number, Service number, and calls answered (I don't care), along with a red button "Having issue with a warranty claim?". Having this link in prime real-estate tells me that they expect it to be frequently used...

The fonts used aren't terrible, with a possible exception being the compliance officer contact information grid item, which is white on red with very little letter spacing making it unpleasant to read. The rest of the hierarchy is satisfactory (with the above noted exception of the negative emphasis in a relatively valuable location on the page). The main focal point points to a main banner advertising products and sales, which looks good to me.

<http://themagicofbaltimore.blogspot.com>

Last, but definitely not least (or is it?) is the Magic of Baltimore site. At first I thought there was not a navigation bar, and then I realized that it's in the bottom 1/6 of the page. And littered with about 16 tabs (I stopped counting because it hurt). In their defense, the current tab is well marked with a bright red background to avoid any excess confusion. I'm not really sure what the page is about as the intent is not clear, at least from the home page. The emphasis of the page is a picture (which is also a broken link) of a brick wall, with a bunch of seemingly random pictures on it.

The fonts themselves are terrible, difficult to read, and some is all caps while the rest is all lower case. The color choices actually aren't bad; there is plenty of contrast between the fonts and the colors (orange on black) give me a proper feel of magic or wizardry (which I'm assuming is a topic of the site).

<https://neoreach.com/software/>

Thankfully we have arrived at the awesome websites. First I will discuss NeoReach. This site is the definition of great design. The navigation is simple, effective, and informative. The current tab is underlined so you know which part of the page you are in. Hovering over a different tab creates a simple underlining animation. The font is a bold, simple, sans font that looks great and is very easy on the eyes.

The colors used are soft and light making the page very warm and easy to use. Modules of the page are simple and bold creating a natural subconscious flow through the page's content hierarchy.

<https://www.elegantthemes.com>

Finally we have reached the Elegant Themes website. This page makes great use of the module hierarchy as my attention was immediately drawn towards the center two key modules. The colors work nicely to instill confidence in the professionalism of the company. Simple, bold, sans font blends great with the simplistic design.

The Navigation menu is great to use, with extra menu items displayed when the mouse is hovered over a navigation icon. One shortcoming to note is the lack of graphically displaying (in the navigation bar) which area you are currently viewing. The interactive menu and bold, simple content combined with the aesthetically pleasing fonts and colors make this a great page design.