ICE 6A: Analyzing Web Sites with CRAP

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# Overview

So, you've been web surfing for quite some time now, and you've undoubtedly found some pages that you like and others that you don't like. Sometimes, it's not so easy to really explain why. You now have a new vocabulary with which to describe your thoughts on the matter.

# Part 1: Group Evaluations

1. Follow this link using the browser of your choice.

**http://rochesterhomepage.net/**

1. Examine this site… at least the first page and a couple of links to sub-pages (pages that are part of the same site).
2. Summarize your opinions and why you came to them here:
   1. Alignment:

Could be worse, but some parts are a little off. The ads tend to be narrower than the other boxes and there are some occasions of links and pictures being a little higher than the headlines to the left.

* 1. Proximity:

Things feel like they’re a little too close together in the main section with five or so news. Proximity is appropriate for the Video Center part further down, however.

* 1. Repetition:

The horizontal, tabbed navigation bars have inconsistent looks. For example, the main one at the top is completely different from the one in the News subpage and both are completely different from the navigation bar in the Weather subpage.

* 1. Contrast:

Contrast is mostly fine, with black or dark blue text on white or gray background. The white text on the banner can be a little harder to read on some spots where the image has lighter tones of blue, but other than that the page has good contrast.

* 1. Use of color

The page itself has a good color scheme, with white, light gray and different shades of blue. However, the video thumbnails, news photos and ads have very contrasting and distracting colors. I don’t know if there is anything the designers could have done to prevent that, since they have no control over the news, but it just makes the page look bad.

* 1. Use of typography

Typography is pretty consistent. The same sans serif font is used for most of the text and is large enough to be easily readable. The sidebar on the right appears to have a slightly different font which doesn’t stand out too much and fits the rest.

1. Now go into myCourses, into the **Design Principles** discussion, and tell the class your opinions on the design of **http:// rochesterhomepage.com/**.(HINT: You just wrote them in step 3). Each of you should post your thoughts individually – not as a group.
2. After you post your review, read the other student comments about this site. Choose one other student review and summarize below:
   1. Author of message you’re summarizing: Becky Drexler
   2. Alignment:
   3. Proximity:
   4. Repetition:
   5. Contrast:
   6. Use of color:
   7. Typography
3. Do you agree or disagree with this person about the design elements of the page in question (Why?)

1. Reply to their post (politely) to discuss your agreements and disagreements.

# Part 2: Design Critiques

Pick a web site ***you don’t like*** (in terms of design), and a web site you ***do***, and describe/critique each using the forms attached to this handout. If you are having trouble finding a bad site, try using a random link generator such as:

http://www.uroulette.com/ or   
http://www.randomwebsite.com/

# Part 3: Individual Critiques

Pick a color scheme for your own class page and describe it below. (Describe your color scheme in terms of what color(s) you will use for each element.) Feel free to make these determinations as a team.

Now, use the space below to sketch an improved layout for your page. Again, work with your neighbors to come up with something really great!

|  |
| --- |
| **bad site:** |
| **Alignment:** How many different styles of alignment can you see on this page? Describe them:    Where is the strongest alignment line on this page? Why? |
| **Proximity:** Identify two elements of this site that, due to their proximity, appear to have a relationship.  Identify information at this site that "hangs" alone. |
| **Repetition:** Does the repetition on this page draw attention to anything particular? What?  Describe the repetitive element(s) used to the best advantage on this site. |
| **Contrast:**  Identify the strongest area of contrast at this site.  Are there areas of this site that seem "muddy" or run together because of a   lack of contrast? What are they? |
| **Color & Type:**  Does the use of color and type on this page enhance or detract from   the content? How? |

**Additional Notes:**

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| --- |
| **good site:** |
| **Alignment:** How many different styles of alignment can you see on this page? Describe them:    Where is the strongest alignment line on this page? Why? |
| **Proximity:** Identify two elements of this site that, due to their proximity, appear to have a relationship.  Identify information at this site that "hangs" alone. |
| **Repetition:** Does the repetition on this page draw attention to anything particular? What?  Describe the repetitive element(s) used to the best advantage on this site. |
| **Contrast:**  Identify the strongest area of contrast at this site.  Are there areas of this site that seem "muddy" or run together because of a   lack of contrast? What are they? |
| **Color & Type:**  Does the use of color and type on this page enhance or detract from   the content? |

**Additional Notes:**

When you're all done, post this completed file, renamed **ICE-CRAP-YOURNAME.docx**, to the appropriate dropbox before next class.