



**EXERCISE 01/Design Analysis**

*Fadia Zunboor*

*Jan 27,2021*

## Design Analysis

The screenshot shows the Global News website interface. At the top is a dark blue navigation bar with the 'Global NEWS' logo on the left and a menu of categories (World, Canada, Local, Politics, Money, Health, Entertainment, Lifestyle, Watch, Sports) on the right. Below the navigation bar is a white area containing an 'Ads by Google' banner with 'Send feedback' and 'Why this ad?' links. The main content area features a large article on the left titled 'Trudeau says Canada's COVID-19 vaccines safe from EU threats to limit exports' with a photo of a person in a blue protective suit and purple gloves holding a small vial. To the right of this article is a 'Canada COVID-19 Cases' widget. This widget includes a line graph showing 'Confirmed Cases' (755,917 today +2906) and 'Deaths' (19,357 today +119). It also notes 'Daily cases down -32% over past 14 days' and 'Daily deaths up +12% over past 14 days'. Below the graph, it says 'Source: Esri Canada' and provides a link to 'Find more details and maps here'. Further down, there is another article snippet titled 'Calgary company begins human clinical trials for its COVID-19 vaccine candidate' with a photo of a person in a blue protective suit holding a vial. To the right of this is an advertisement for 'sonnet HOME + AUTO'.

**Global NEWS**

World Canada Local Politics Money Health Entertainment Lifestyle Watch Sports

Ads by Google

Send feedback Why this ad?

**Trudeau says Canada's COVID-19 vaccines safe from EU threats to limit exports**

**Canada COVID-19 Cases**  
Last Updated: 2021-01-26, 12:42:00 pm ET

Confirmed Cases  
**755,917**  
(today +2906)

Deaths  
**19,357**  
(today +119)

Daily cases down -32% over past 14 days

Daily deaths up +12% over past 14 days

Source: Esri Canada  
[Find more details and maps here](#)

**Calgary company begins human clinical trials for its COVID-19 vaccine candidate**

CANADA | 3 HOURS

**sonnet.**  
HOME + AUTO

<https://globalnews.ca/news/7599973/covid-canada-vaccine-programs-europe/>

## INSTANCE 01 - OFFICIAL WEBSITE

### **Colour & Typeface:**

Regarding to the official website, the logo and background color of the tool bars are showing a good contrast. The white background with the blue bar both are matching the topic of the site and compliment each other. Also, the fonts match the topic and deliver the main message of the site content. However, there are some weak points regarding the font consistency.

### **Imagery & Content:**

The images are showing a good balance with the written content. Also, the layout and the size of each image well organized and in a way that shows the importance of each title combined with the image. The content is logically grouped and shows a good placement.

### **Lines & Shapes:**

The line and shapes are invisible and they being used to create some balance or organization.

### **Space & Balance:**

Space is used efficiently to separate between the paragraphs and the images. However, there are some uneven white spaces that reduce the balance between the page elements.



## INSTANCE 02 - AD POSTER

### **Colour & Typeface:**

The logo and the background color shows a good contrast that grab the attention of the reader. Also, using the red color for the fonts implies some consistency between the logo and the message included in the poster. however, the fonts that being used are not compliment each other very well.

### **Imagery & Content:**

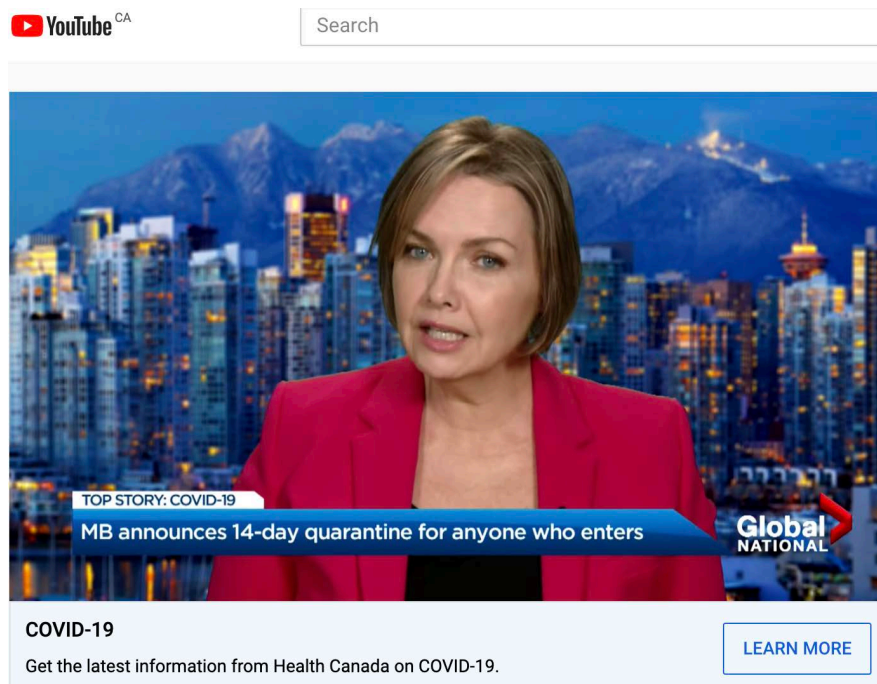
The background image shows a balance with the written content and we can notice how it delivers the main message of the channel. in addition to a good organized placement of all content. the layout has some week-points because the content seems a little compressed in a way that might lead to miss some details by the reader.

### **Lines & Shapes:**

Using the rectangular shape adds some clarification to the message inside it, but it should be more independent from the other elements.

### **Space & Balance:**

The space is not used well in this design. I noticed imbalance between the elements and it seems that all the elements are grouped in the center of the image.



### INSTANCE 03- VIDEO

#### **Colour & Typeface:**

The logo colors look blurry because of the various colors of the screen which make it needs a decent background to add some attention. good choice of the subtitle font colors, it matches the topic and deliver the main function of the subtitle news.

#### **Imagery & Content:**

the content shows an efficient balance with the screen. Also, the layout and the size of the content are well organized so they don't cause any distraction from the main screen.

#### **Lines & Shapes:**

the shapes that used for the subtitle used are consistent with each other and with the main screen. However, it needs to add one more shape as a background to the logo of the channel to make it more visible and recognizable.

#### **Space & Balance:**

all the elements seems balanced. and the spaces used perfectly.