

NAME _____
DATE _____

VISUAL AND NAVIGATIONAL DESIGN

Directions: Think about your visual and navigational design vocabulary, and use that as a starting point from which to analyze each web site you are assigned. On a separate sheet of paper, answer all of the questions below for each site you visit. Be sure you write the site name and web address above the answers for that specific site. **Make sure you answer all the questions thoroughly!**

1. How is *navigation* accomplished on the site? With *menus*? (What types of menus: graphic or text?) With random *links*? With a *search* feature? Does each page have a link to the home page? Does each page have the menu on it? Do long pages have a link to get back to the top of a page? Are the menu choices available at the top and bottom of the page? Is there a menu that is only in text, in case the viewer is browsing with images turned off? Does each new page load quickly? How is the navigation made consistent for all of the web pages on the site?
2. Does the page have a *color scheme*? What colors are used? What aspects of the page are colored? (Background, text, links, etc.). Do the colors make the text harder or easier to read? Does the color scheme on the section pages compliment the colors used on the homepage?
3. What types of *graphics/images* does the site use? Think of different names for the different types of graphics that you find. Graphics can be part of a menu, they can give information to the viewer, they can be a part of the "interface" or look of a site. How are graphics used consistently throughout the site?
4. Pick something you think the site should have, and then try to find it. Since it's a news site, try to find articles about a certain subject. Write down what you were looking for and how easy it was to find. Also, write what it was about the site that allowed or didn't allow you to find what you were looking for.
5. When you see something specific that you like, write it down! If you don't know what it's called, just make up a name for it. You must have at least one name for something you saw and liked.

In the space below, write down at least three visual design or navigation design ideas that you really liked. If you liked a certain menu because it was easy to use and loaded quickly, draw a picture of what it looked like so you'll remember it. You are coming up with ideas that you can use to critique your classmates' web pages and improve your own site.