

Analyzing Websites

Name: _____ Date: _____

Chosen Site: _____

Other site examined: _____

Other site examined: _____

Category: _____

Visual Layout

Describe the visual elements on the home page. What caught your eye first?

How does the graphic design (balance, emphasis, color, tone, and so on) communicate the content?

If there are images on the page, do they add value to the content, or are they for decoration and appeal?
If they add value, describe how.

Consistency Structures

Are any of the elements repeated on subsequent pages? Are the elements decorative or part of the navigation?

Does the repetition help or hinder the overall purpose of the website?

How consistent are fonts and font sizes?

Does the color scheme add to the purpose or tone of the site?

Describe any special effects or animations used in the site.