

RICHARD AVEDON

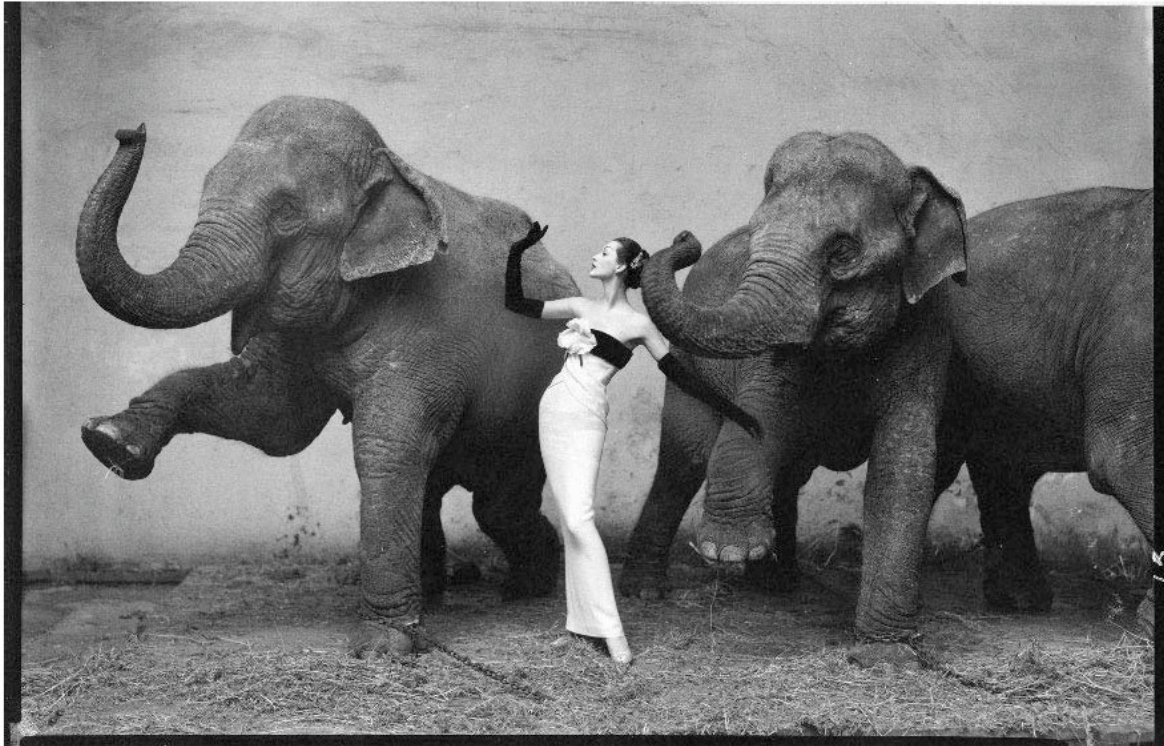
This site is clean and simple, making the necessary and important pieces of information obvious to find. The site was designed for the visitors. It makes access to Avedon's photos very simple and pleasurable. It takes no time at all to know what the site is about, it is quite obvious. It looks professional and therefore credible as well.

The fonts are easy to read and the links are simple. The pages are quick to load, and there are no obvious problems, or things which irritated me as I navigated the site. Red is always the graphic designers' second color and so of course I like the red accent. The red isn't used in a way to imply "important" for words in a sentence or anything similar to that. It is for a color accent only.

<http://www.richardavedon.com>

RICHARD AVEDON

ARCHIVE BOOKS CHRONOLOGY EXHIBITIONS COLLECTIONS CONVERSATION EDUCATION FOUNDATION



NATIONAL GEOGRAPHIC

This site looks clean for the amount of services it offers. There are many options, but I felt the navigation to the information I wanted was easy and fast. Everything is legible and the fonts and font color choices are appropriate to their company branding as well.

The hierarchy of the page is clear and works for the information the site is trying to provide. The words used for the navigation buttons are clear and appropriate. Link are clearly labeled and the content is relevant and makes the purpose of the page clear. The advertisements also look like ads, not additional graphics. That division is clear, but not cluttering.

<http://channel.nationalgeographic.com>



ta from images.nationalgeographic.com...

This site is geared toward designers of all types. The content is up to date and relevant to the design community. Grammar is correct and level of reading is educational, but not hard to understand. Navigation is clearly labeled to find articles or informations and differentiate between the two.

The layout uses attractive colors and graphics, not clip art. All the pages are unified under a single concept, they are obviously all part of the same site. Type size doesn't change too often, only when necessary.

The one thing I did notice, was finding the acronym for AIGA was difficult to find. Although I already know the meaning, I have difficulty finding it on the site, which might lead unfamiliar viewers to wonder what it stands for.

The navigation and links are clear and easy to find. The site loads fast and over all is a pleasure to navigate.

www. aiga.org

The screenshot shows the AIGA website homepage. At the top left is the AIGA logo. A navigation bar contains links for About, Membership, Events, Competitions, News, Jobs & Community, and LOGIN. Below this is a decorative banner with a yellow and blue pattern, featuring text for 'American Players Theatre Book of Lore Planet Propaganda (Madison, Wisconsin)' and 'AIGA Design Archives'. A 'Visit now' button is on the right. A horizontal menu lists categories: Inspiration, Professional Resources, Education, Design & Business, Society & Environment, and Writing. The main content area is titled 'ARTICLES' and includes an RSS link. The featured article is 'The Steady Hand of Vanessa Marzaroli' by Holly Willis, dated Jul 14, 2010, with 2 comments. Below it are two more article teasers: 'Generation X-Wear: An Interview with Douglas Coupland' by Steven Heller (Jul 06, 2010, 2 comments) and 'Forecasting Your Workload and Finances, Part Two' by Shel Perkins (Jun 24, 2010, 0 comments). On the right side, there is a 'SEARCH AIGA' box, a list of 'AIGA OFFICIAL SPONSORS' including Adobe and Aquent, and a 'NEWS' section with an RSS link and a headline about Worldstudio AIGA Scholarships.

CYBERPARENT (I think)

From the start, this page looks unprofessional, emphasized by the multiple colored fonts, and the horrible font choice. The logo (if I can call it that) look so unprofessional that I had trouble finding the logo to analyze it.

The font choice is distracting as well as the four, hard to read, colors. The turquoise used for nothing in particular because all of the words in the list to the left are links to other sites. The turquoise does not indicate that. There should be a more effective way to communicate the emphasis.

The same font is used for the sub heading and the body copy, clearly creating confusing in the hierarchy.

<http://www.cyberparent.com/abuse/>

Abuse: Emotional, mental, verbal, psychological, and physical abuse as it applies to men, women, children, and pregnant women. Mental, emotional, psychological, and verbal abuse often turns into physical abuse.

Abuse:
Verbal, Emotional, Psychological, Mental, and Physical Abuse

Family Site Since 1997
cyberparent.com

Mental, emotional, psychological and verbal abuse are hard to report and often turn into physical abuse. Physical abuse always escalates.

[Females and Abuse:](#) Mental/Verbal/Emotional abuse in women.

[Abuse in General:](#) No matter how guilty you feel, you did not cause your abuse!!

[Male Abuse:](#) Abuse of men is more common than you think. Often this abuse is not reported.

[Abuse: Is it Dominance or Love?](#) Make no mistake: Abusers are controllers, not lovers!

[Mental Abuse:](#) Are you being mentally/emotionally/verbally/psychologically abused?

[Verbal Abuse](#) Try this exercise to determine if you are being verbally abused.

[The Double Message of Verbal Abuse](#) Verbal abuse is the language of control; it is not the language of love.

[Depression:](#) Depression is a common part of abuse. Check out the symptoms.

[Exercise:](#) An exercise to help you determine if you are being verbally abused.

[Abuse in Pregnancy:](#) Abuse is common in pregnancy!

[Physical Abuse:](#) A Quiz about physical abuse!

[Physical Abuse:](#) Women and physical abuse.

[Stock Answers](#) of Abusers.

[Signs and Symptoms of Child Abuse](#)

["I Love You, But..."](#) Declaration of love, manipulation, power play, or verbal abuse?

[Teens Who Batter:](#) Childhood bullies often turn into teen-aged batterers.

[Abuse Can Lead to Spousal Death or Murder:](#) Signs of a Potential Spouse Killer

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Done

The first thing which I noticed and was hard to ignore was all the green lines behind the content. There isn't a box behind the body copy to separate it from the green lines, the green lines are completely co-mingled into the text lines, but not in any kind of helpful manner.

I couldn't find any logo.

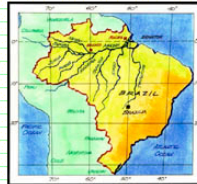
Although I (as well as the man from mars) could easily discover the content and purpose of this page, I don't think I would trust the information on this page to be true and correct. It doesn't look professional or credible.

<http://www.greatestplaces.org/notes/amazon.htm>

Greatest Places Physical Geography: Dr. Cecil Keen, July 1997

Amazon Basin

Geographic Description: Amazonia is the largest tropical rain forest in the world. Originally, more than 2 million square miles of the region were covered by dense tropical forest. For centuries, its vastness and inaccessibility have protected the preponderant part of the forest, and still do so today. However, over the past 30 years, government sponsored road building projects, colonization schemes, and industrial developments have transformed large areas of Amazonia from pristine forest to polluted factory sites and sprawling settlements. This may be an ominous harbinger of things to come as the heavily exploited rain forests of Africa and Southeast Asia run out.



The River Basin:

The largest of the world's rivers in terms of volume of water discharged into the sea is the Amazon. This mightiest of rivers forms a network of water channels that permeates nearly half the continent of South America. The main river is some 4,080 miles long, second only to the Nile in length. It is fed by more than 1,000 tributaries, including seven that are more than 1,000 miles long, and it drains more than half of Brazil, as well as parts of Bolivia, Peru, Ecuador, Colombia and Venezuela. Its total drainage basin of some 2,722,000 square miles and encompasses about one-third of South America, an area more than 10 times the size of Texas and nearly as large as the entire contiguous United States. Over most of this vast region the climate is very warm and humid. Rain falls about 200 days each year, and total rainfall exceeds 80 inches per year. One result of so much rain is that Amazonia is covered by the largest tropical rain forest in the world. Another result is that the river carries by far the largest volume of water of any river in the world. On the average, some 28 billion gallons per minute flow into the sea, about 10 times the

FAUX SALON

This web page came straight out of the 1990's (I think). It is not up to date at all, which makes me assume the hair salon is not up to date. I don't feel as though it is Professional or readable. I would not make an appointment to get my hair cut here.

I also know it is not a salon for children, its target audience is adults. The logo looks like it was made for a fairy tale or something similar.

There are too many design items which are not necessary. The "design" also looks like clip art to me. Too little white space and the fonts are messy and make it difficult to read. It is over all very badly designed for the target audience. I don't understand what gnomes have to do with a hair salon. It seems out of context.

<http://www.fauxsalon.com/>

