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Web Page Reviews

www.nationalgeographic.com

This site is an example of a very good website. It has a lot of information that is paired with many colorful and interesting images. It is easy to see how each image relates to the subject and easy to navigate the site. From the home menu, you can hover over any of the links to the other pages and get a preview of where you are going. Each page keeps a consistent look but is color coded to let the viewer know that this is an extension of the original page.

photo.net

The layout of this site, the color scheme and the use of images lets the viewer know that this site is for serious photographers. There are links to members' works, information on equipment and articles to help one become a better photographer. Browsing the pictures is inspiring and the site makes it very easy to do such without getting lost: a person navigating this site will always know where they are and how to get back, either to the homepage or to the root of the page they are viewing. Because this site is so easy to use, it keeps people browsing from one page to the next. There are no jarring differences or distracting colors. I like this page.

www.photographytips.com

This site doesn't look like much at first glance, but the ease of the navigation keeps you browsing the sites pages. You need to become a member to view most of the sites informational content however, they give the viewer a chance to view much of the finished products that results from their tips and tricks. On every page there is a link to becoming a member so that after viewing the beautiful photographs one will find it easy to become a member to learn how to create their own photographs. There is much consistency from page to page, allowing the person navigating the page to know where they are going and how to get back. Overall, this page is a good page, They may just need to work on getting a more professional looking color scheme.

www.masters-of-photography.com/

The Masters of Photography site is an example of a very bad site. Upon first clicking the link, I thought I had received an error message. There is no visual hierarchy and no visual cues to tell the viewer that this site relates to any sort of photography. The website is inconsistent in style; the sidebar disappearing on some links, not on others. The use of fonts does not work with the site. They have made the names of featured photographers in a rustic font but have left all the other fonts in the web standard. The images it does include are small and hard to get to. It takes effort to look at this site. The links included take you away from the page to other people's pages with no warning or way to get back. This page sucks!

www.photography-webrings.net/

This page is another good example of what not to do. There is little visual hierarchy, no images (on a photography site?!), the top bar changes when you click on the links and half the links don't work. The "Ads by Google" links are the same size and color as the page links and are placed in the top and side left bar. My intuition says to click there first and get away from this site. Luckily for me, this site provides many ways to leave and none to come back.

www.photographymuseum.com/index.html

The American Museum of Photography website is terrible. The color scheme used to patchwork the various departments together is horrid. Pink, baby blue, beige and dark gray are not colors anyone would associate with photography. There is no navigation bar for users to easily find where they want to go. Each page looks different from the last and each page puts the site's logo for returning home in a different place. Sometimes the site will even throw in a logo that is just an image, not a link. There is no consistency in placement of anything, text or color.