INTM CRAP Assignment
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Website: http://art.yale.edu/Home

This site belongs to the Yale School of Art in Connecticut. It's purpose it to provide admission and financial information about the program. It also has pages showcasing student made art. The interesting thing about this site is is collaborative content. Alumni of the school are allowed to log in and curtain edit information. This setup is similar to Wikipedia.

The website has a variety of ways it uses contrast. Good contrast is when an elements that is different from other content on the page stands out This also applies for content that is the most important on the page. Having contrast helps the user identify what is crucial information or just in a different section. The front page of this site lacks contrast. The background is very busy and has several colors that blend with the colors of the art on the page. Therefore, the background distracts the user from the art, making the main information on the page unable to stand out.
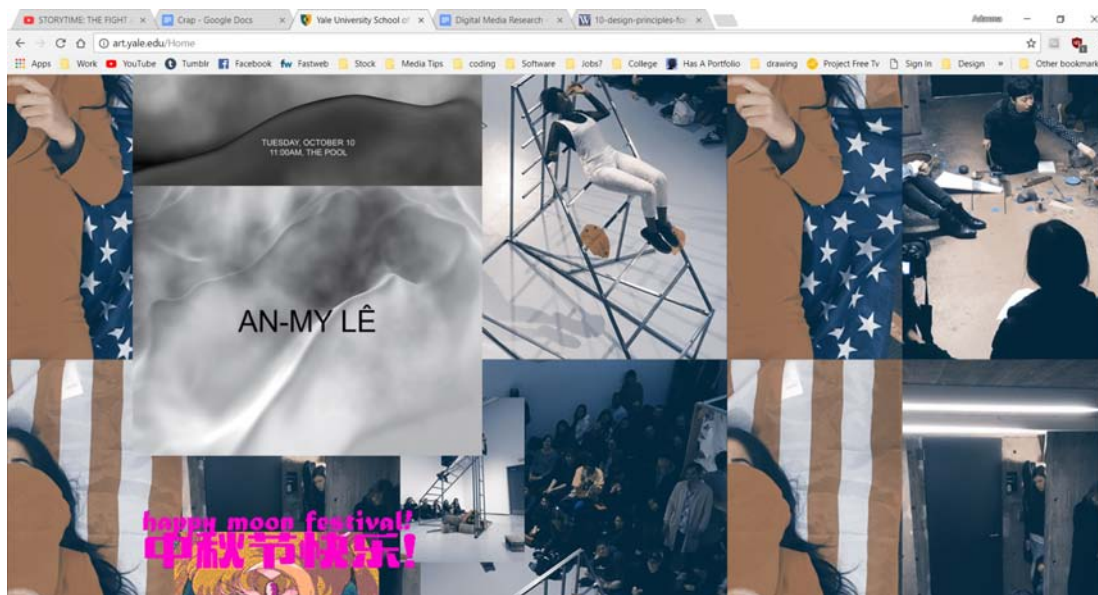
Good repetition can either be applied to one page or a whole site. Having repeated elements all several pages make the piece look cohesive and indicates it all belongs together. Repetition on a page helps keep related content looking similar. On this site, repetition is used rather poorly in both ways. Throughout the site, the background changes on every page, not making it feel very cohesive. This is can be confusing to the audience, even though the sidebar stays the same throughout. Also, the image on one single page is repeated several times, making it distracting when it is a gif. The use of a gif as a background is in general distracting from the main content on the page,
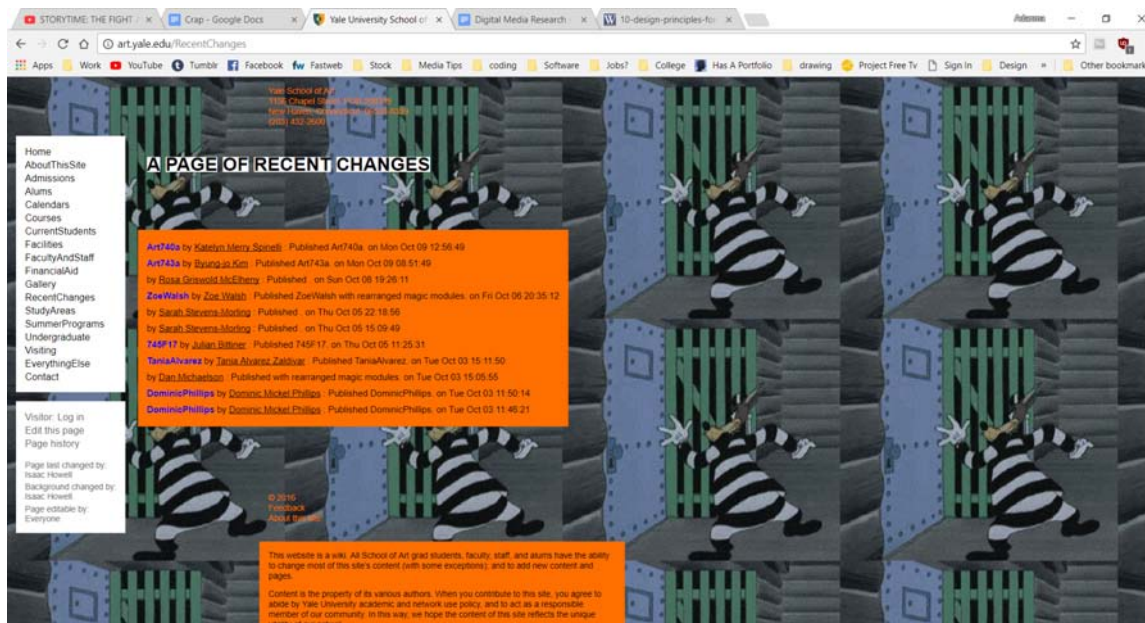
Images and boxes being organized in a straight line is an example of good alignment The user's eyes can easily follow the path set up. It is also easier to consume content that is consistently set up in the same place. The alignment used throughout the site isn't bad, for most of the content boxes are lined up. This gives the information and good flow, and the user is able to follow the information provided. But the dividing black lines used below are centered, while the 'see also' links are left aligned. This inconsistent setup isn't extremely damaging, but cases the page to look unorganized. The top right box is also shorter that the other, making it feel a bit incomplete.
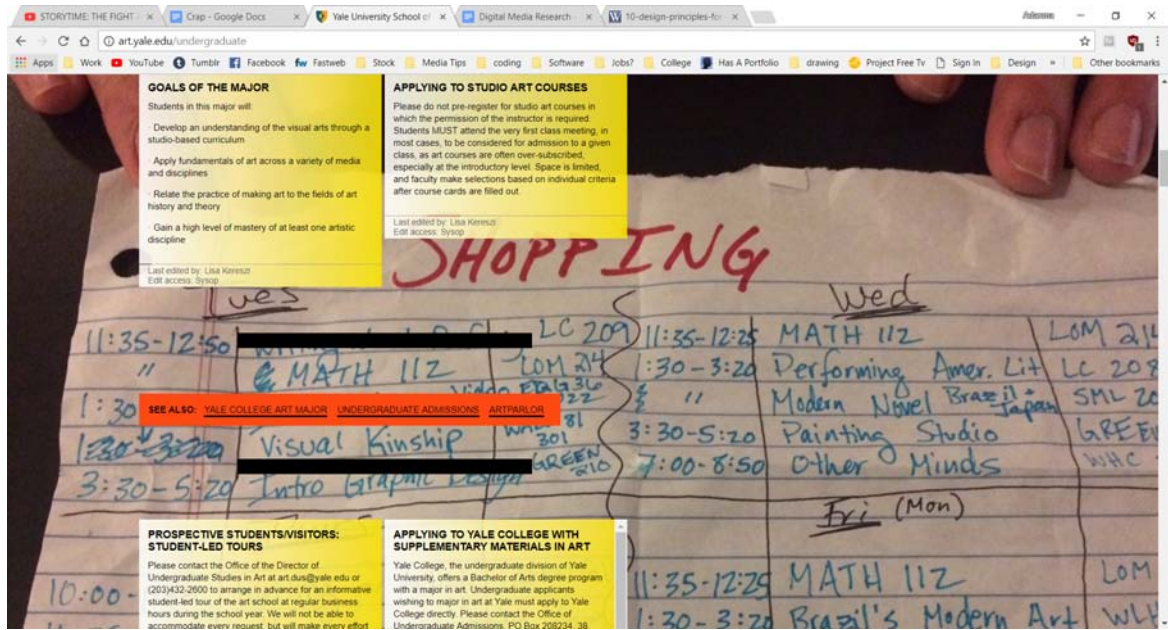
Good proximity is when related content is grouped together, and different categories of content are clearly spaced out. This is most useful when assessing spacing on elements on a page or titles and headers. On this site, the side bar has a section of links for visitors and one for alumni or admins. These are clearly separated and hold different information. On the other hand, he gallery page lacks needed spacing between images and content boxes. There is an inconsistent amount of space above the picture and below it, making the page confusing at first glance.

The site could use a bit more cohesives and less variation. The background needs to be more solid so that the information on each page can stand out. Using a tiles gif should be avoided as to not distract the user. There are about 6 or more colors being used on each page. The amount should be simplified and repeated throughout the site to make it all flow together. Images should have an equal amount of padding all around. Also, the Yale logo should be visible on the site. If the address must be shown, it should be stored in a footer or the sidebar, and against solid colors so that it may be read.