Week 3 Assignment

Part 1:

Link 1: Cartoon Network https://www.cartoonnetwork.com/
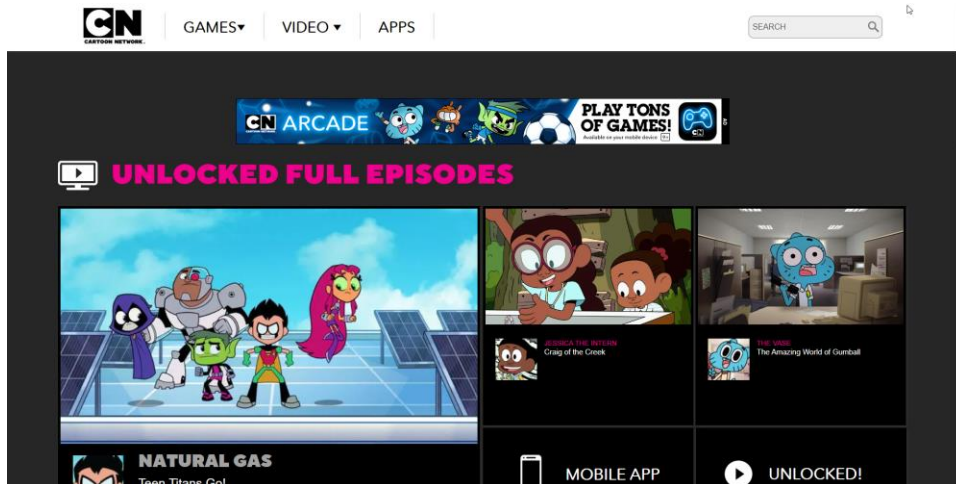
Link 2: Nickelodeon https://www.nick.com/
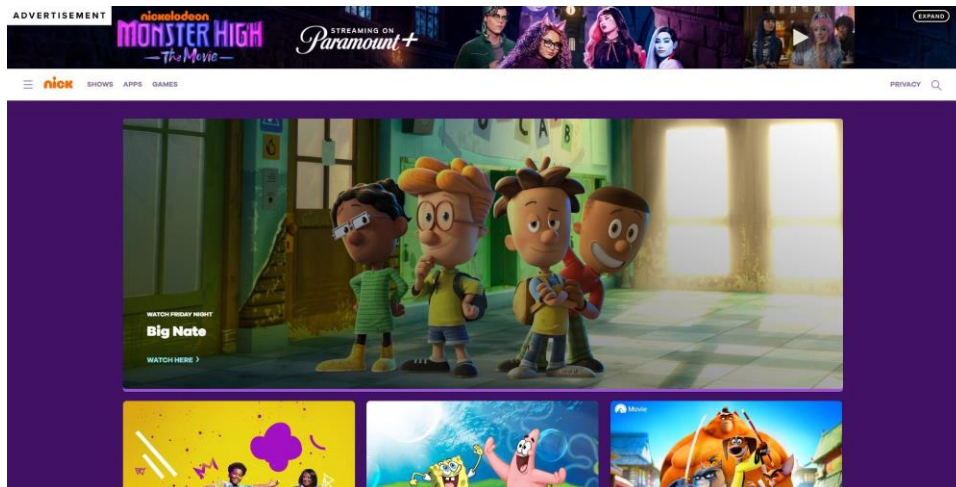
Examples of Design Principles

Repetition:

Both websites repeat their navigation bars on the top of every page in relation to their homepages.

Contrast:

Both websites have a contrast color scheme. Nickelodeon's website has a white and purple color scheme and stays constant. Cartoon Network's website has a contrast palate of their company colors (black and white) that throws in a blue on the webpage's relating to the games and app sections.

Alignment:

Nickelodeon's alignment is all centered text with few deviations in the footer while Cartoon Network has a variety of alignment with its separate sections and text.

Proximity:

Cartoon Network's homepage proximity is tight where the games are all underneath the games and shows underneath the shows. Nickelodeon's homepage is loose with proximity being more subdivided by a show's title or a season special.

Nickelodeon and Cartoon Network both exhibit skill in knowing their audience by using simple contrast palettes, recognizable characters, and clear call to actions.
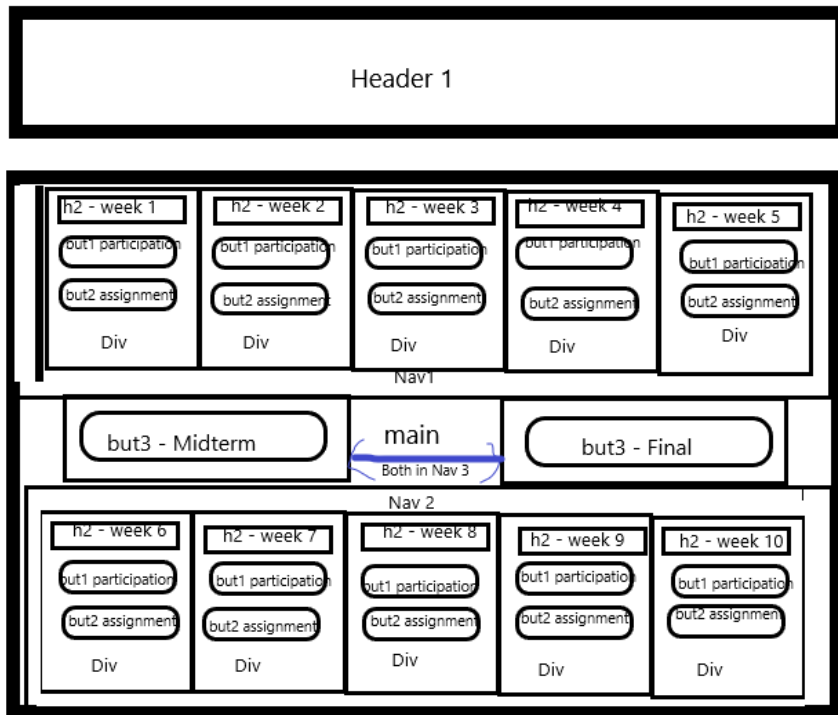
Cartoon Network Improvements:

1. In the footer there is a lot of space on the right with everything being aligned on the left. This appears heavy sided. A solution would be to keep the text in those areas still left-aligned but center the elements.
2. In the navigation bar, swap games and video buttons because the games section comes after the video section in the body. Or swap the game section with the video section to reflect the navigation bar. Either one highlights the target audience well (that being younger kids).
3. The highlighted video (The one with the biggest button) could have the same font color as the other video titles and section title to be more consistent.

Nickelodeon Improvements:

1. The advertisement on the top should be lower than the navigation bar because the advertisement is an absolute hyperlink and below the navigation bar are relative links. This can cause accidental clicks off the page. Or another solution can be to make the bar taller in height.
2. There should be more content above the fold. Especially for mobile accessibility.
3. Larger heading text. The graphic links are so much larger than the headings making it easier to miss them.

Part 2:

Part 3:

Diner Logo image

Nav [Button] [Button] [Button]

header

Promotional image

(food, locale, ect.)

footer

Nav2

Div   Div   Div

086788
Blue Sapphire

07A0C3
Blue Green

F0C808
Jonquil

FFF1D0
Papaya Whip

DD1C1A
Maximum Red