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Web Design

Web Site Assessment

November 30th 2011

**Assessment of the Catholic University of America website for the School of Library and Information Science**

Weaknesses

1. Its boiling over with hyperlinks.
2. The main picture changes in seconds with text in the graphic. I found it very distracting.
3. There is no need for icons for facebook and twitter to be both at the top and bottom of the page. (The icon for ‘linked in’ is at the top of the page but not at the bottom.)
4. The events and news sections are cluttered.
5. The tag lines are in the images but are prominently displayed.
6. The graphics appear to be more aesthetic than necessary.
7. All the links are in red. The regular text is in black. However, the contrast between the colors is not high enough for my taste.
8. I am not a fan of the sites navigation with links basically all over the page including the upper right, the top, the left side, the right side, and the middle. It would be nice if they could organize their links in a way that is more concentrated and uniform for each page of the site.
9. There is no FAQ page on the site.

Stengths

1. It includes the address at the bottom of the page along with a contact/us and a directory.
2. It includes links to facebook, twitter and linked in (see weaknesses #3).
3. It includes a search link prominently displayed at the upper right corner of the page.
4. It includes a last reviewed date.
5. The content appears to be valuable with minimal “happy talk”.
6. The images include titles which appear when you scroll over them.
7. The link back to the homepage is prominently displayed.
8. The web address is in acronyms and is short and easy to remember with lowercase letters, no special characters.