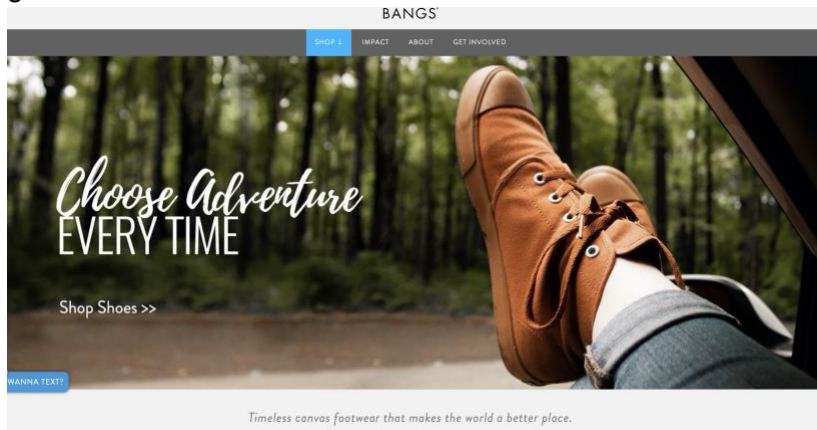


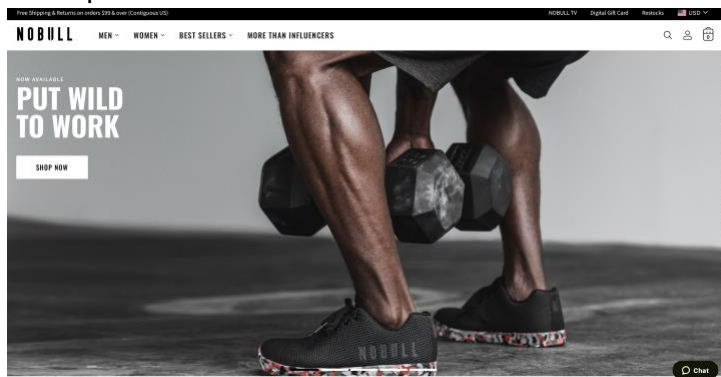
Effective Design 1

Bang shoes website is very effective. The navigation of the website is super easy and is right in front of you and you don't have to worry about searching the whole webpage to get where you want to go. I also enjoy the layout of the Webpage and the overall earthy atmosphere it gives off.



Effective Design 2

NO BULL shoes website is also effective. I enjoy how it is a black and white theme and a big picture/slideshow as the main page. It shows a preview of the products. I also like the navigation of the website it is a easy drop down to show your options. It has a very clean and organized atmosphere.



Ineffective Design 1

NYIT Webpage. When I first started at nyit I was very confused with their webpage. Everything is very clustered and you don't know where to look for certain information. I believe it could definitely use some work so it is easier for student to navigate instead of clicking on every icon trying to figure out what they are looking for.



Ineffective Design 2

Aol.com seems to be outdated. It doesn't have a good atmosphere for a website. The layout seems very random and there's too much information in front of you at once you don't know where to look. It is unorganized and not easy to navigate.

A screenshot of the AOL.com homepage. The layout is cluttered and unorganized. On the left is a navigation menu with links for 'Enter City/Zip', 'Mail', 'Login / Join', 'News', 'Entertainment', 'Finance', 'Lifestyle', 'Sports', and 'Games'. The main content area is divided into several sections: a search bar at the top right, a 'FINANCE NEWS' section with a list of headlines, a 'Daily Horoscope' section with zodiac signs, and a 'More to Explore' section. The overall design is dated and lacks a cohesive visual identity.