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<p style="text-align:center">Diary Entry 1</p>

Powder.com, the online version of the popular Powder Magazine, is one of my most-visited websites. The eclectic and often-updated information the site offers keeps readers returning frequently to stay up-to-date on the latest ski gear, blogs, and professional videos. Featuring six tabs, Stories, Gear Locker, Videos, Monumental, The Travel Issue, and Subscribe, powder.com's header immediately catches the eye due to the sharp contrast between its black background and large white text. Likewise, the color scheme of the website as a whole is aesthetically pleasing. The white body also pleasantly contrasts with the black header. Furthermore, navigating the website is easy and fluid: one click takes the user from any location on the website to anywhere else on the site. Actual content begins in the "Stories" section, which is first from the left-hand side and is essentially ski-world news, displaying articles on both the racing and freestyle disciplines. Next, "Gear Locker" displays the latest gear, along with reviews and special sales. Following the "Gear Locker", "Videos" showcases new epic ski-lines by famous skiers. Unlike the previous three tabs, the next tab, "Monumental" does not clearly convey the content it contains. Instead, the tab serves as a promotion for Powder Magazine's latest sponsored film, *Monumental*. The following tab, "Travel Issue" redirects the user the actual monthly issues of the magazine, which can only be viewed if the user logs in with a subscribed account. This tab segues perfectly to the next one, "Subscribe", which functions exactly as its name suggests: offering the user a chance to subscribe to the magazine. Moreover, powder.com utilizes multimedia seamlessly into the website: each tab besides "Subscribe" portrays either colorful pictures, videos, or a combination of both. As a test of multimedia's effectiveness, I showed poweder.com to a person who has never skied. Surprisingly, he browsed the website for half an hour, fully engaged. This test demonstrated the immense value of multimedia. My friend even asked several follow-up questions about each video and image.

Effective use of multimedia, combined with a simple and practical layout makes powder.com an appealing and interesting website for viewers.

  I plan on incorporating the simplicity and organization of powder.com in my own portfolio. An aesthetically pleasing, yet not gaudy color scheme is attractive for the user, but more importantly, does not overwhelm him/her. Specifically, color contrast will be the central focus of my own visual layout. Similarly, I will adopt the practical layout of the tabs; however, all my tab names will be indicative of their content. Due to the different nature of my portfolio from that of powder.com, I cannot use a tab like "Gear Locker". Multimedia draws the attention of viewers regardless of their subject knowledge, which my experiment demonstrated. Powder.com's combination of pictures and images attracted but did not overwhelm the viewer, since the website is bereft of videos that play automatically and other such aggressive multimedia techniques. Hence, powder.com's multimedia shall serve as a model for my portfolio. Powder.com represents an almost ideal example of a website, so I will continuously refer to it throughout my portfolio-making process in order to ensure that I maximize the appeal of my project.