

Time to Reflect
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I looked at many different types of websites in order to find different types of layouts and see what I can determine are common themes and what are specific to those types of websites. I thought it would be best to look at a social media site, a streaming site (YouTube, Vimeo, etc.), a more corporate site like the book says, and then a random page. The social media pages, at least the good ones like facebook and twitter, have very sleek and easy to navigate designs. This of course is common now with the advancements of technology. It's also very important because nobody wants to use a website that's difficult to use. This is one common theme amongst all the websites that I often use. If a website doesn't have this new, sleek, very easy to access and maneuver layout, the website will have less traffic because people will not enjoy using it.

The chapter mentions the accessibility and the maneuverability of a website and how that makes the overall experience better even if the actual content is not wonderful. The seamless use of links and other types of menu systems will help people navigate through a website much faster. YouTube and facebook are very good at this type of navigation. They have the home button at the top of every page regardless of the content. This allows for a very simple return to the home page where the user can then move throughout the website from the 'beginning' if you will. Other menu names and types are often specific to the website, but the general theme is that the menu will lead to the settings, contact information, maybe a specific page that is set up for an account you have with the site, etc. These menus are meant to make the website more personal so that you will return.

The overall visual look is also just as important as the navigation. As I said earlier, a sleek, clean website is much more appealing and like good navigation, a good looking website is appealing regardless of the content. For example, facebook's colors are very pleasing to the user and they don't invoke any types of emotions that are high intensity. YouTube, however, is a bright red that makes me feel a little more. It's a hard feeling to explain, but essentially it makes the usage of YouTube kind of fun and a little better. More corporate websites, like the Apple website that typically comes up on Macs, are very white overall. White is a color used by typically technology businesses to create a sense of new-age technology and cleanliness. Others, like google and Microsoft, utilize multiple colors in order to have a fun and appealing look. The usage of red, yellow, blue, and green are quite pleasing to the eyes and make the experience more enjoyable.

I think that the overall theme is to make my e-portfolio easy to use and relatively appealing. The book gives multiple examples of different types of programs that I can use to make my e-portfolio, each with their own strengths and weaknesses. I'm not sure which to use, or if we're using them at all, but at least I have an idea now.)20