

# Website Design I

Queens College Art Department | Spring 2019  
Professor Sofia Paraskeva | [sofia.paraskeva@qc.cuny.edu](mailto:sofia.paraskeva@qc.cuny.edu)  
[webdesign1.copperbluemedias.com](http://webdesign1.copperbluemedias.com)

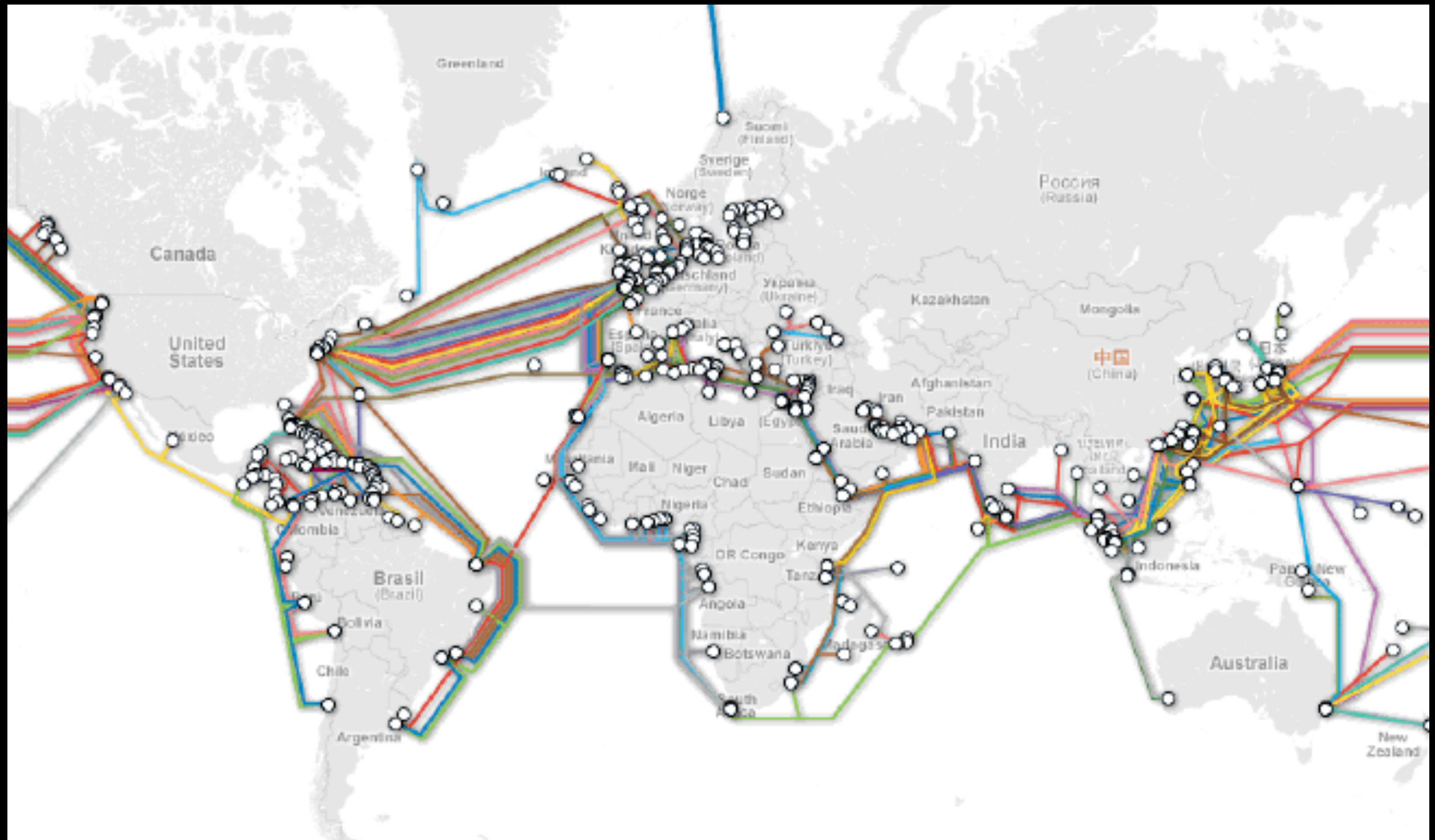
Week 02: 02/01/2019

ARTS 214 – 01  
Friday 10:00 am – 1:50 pm  
I-Building 203

# Web 101

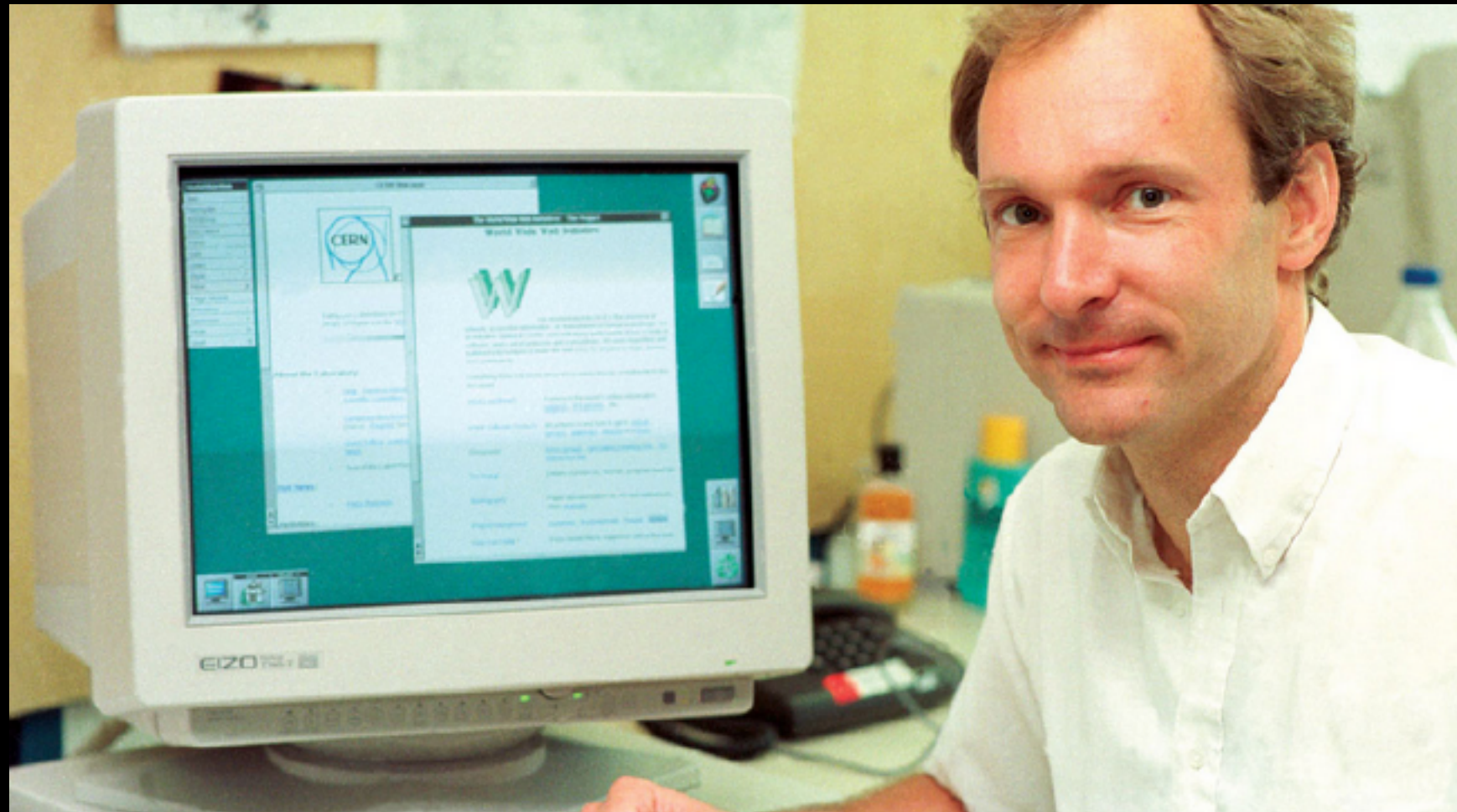


# Web 101 - Internet

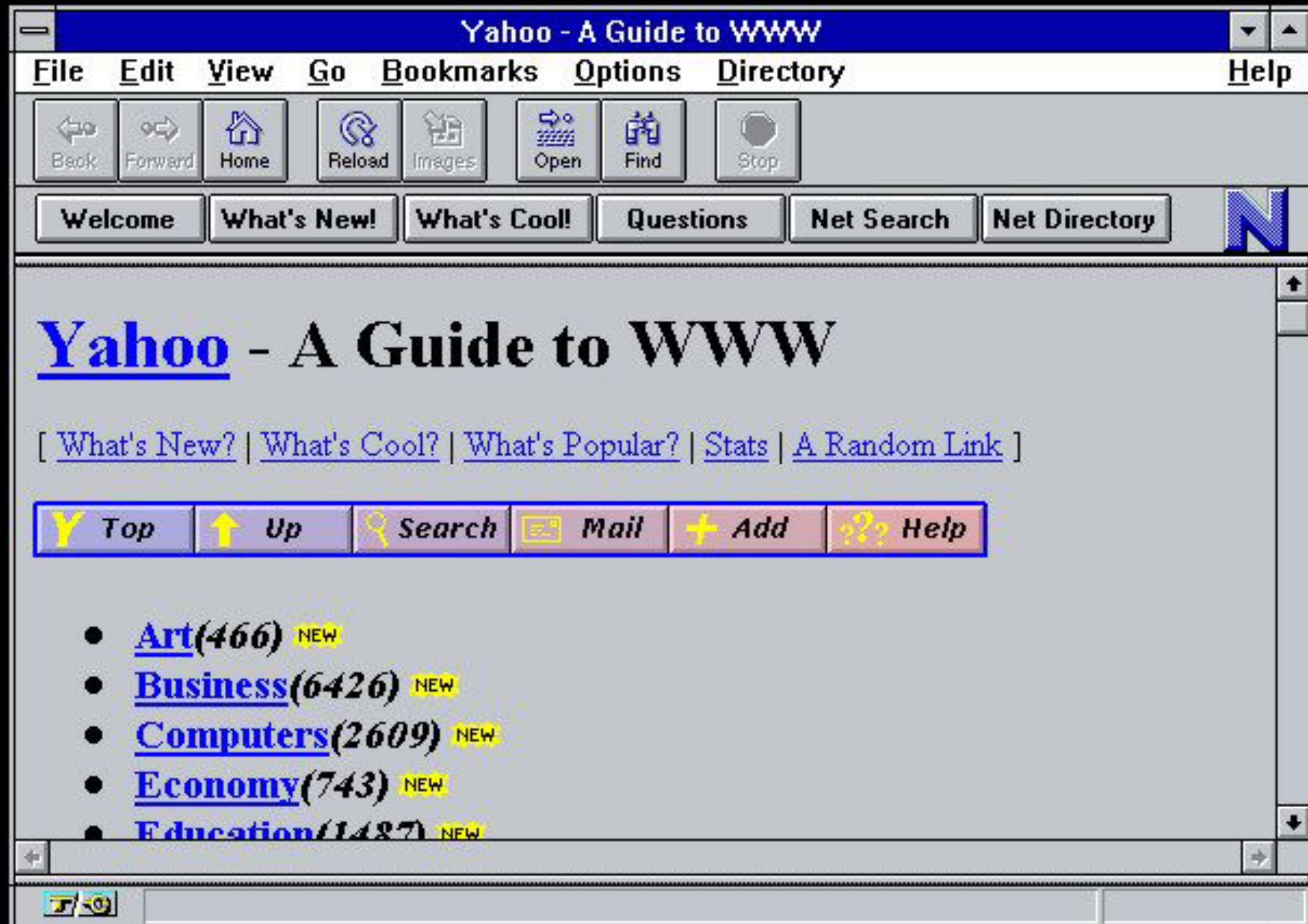


# Web 101 - The Web

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# Web 101 - First Ecommerce Site

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Welcome to PizzaNet!

www.pizzahut.com/assets/pizzanet/home.html

Document Title: Welcome to PizzaNet!  
Document URL: http://www.pizzahut.com/



## Welcome to PizzaNet!

PizzaNet is Pizza Hut's Electronic Storefront and is brought to you by Pizza Hut® and The Santa Cruz Operation®. You may click on the Pizza Hut logo on any page to submit comments regarding PizzaNet to [webmaster@Pizzahut.COM](mailto:webmaster@Pizzahut.COM).

If you would like to order a pizza to be delivered, please provide the following information:

Name:

Street Address:

Voice Phone **###-###-####**  
 (where we can reach you)



## HTML

Text and Content

```
<h1>Hello</h1>
```

## CSS

Design and Style

```
h1 { color: #ffffff; }
```

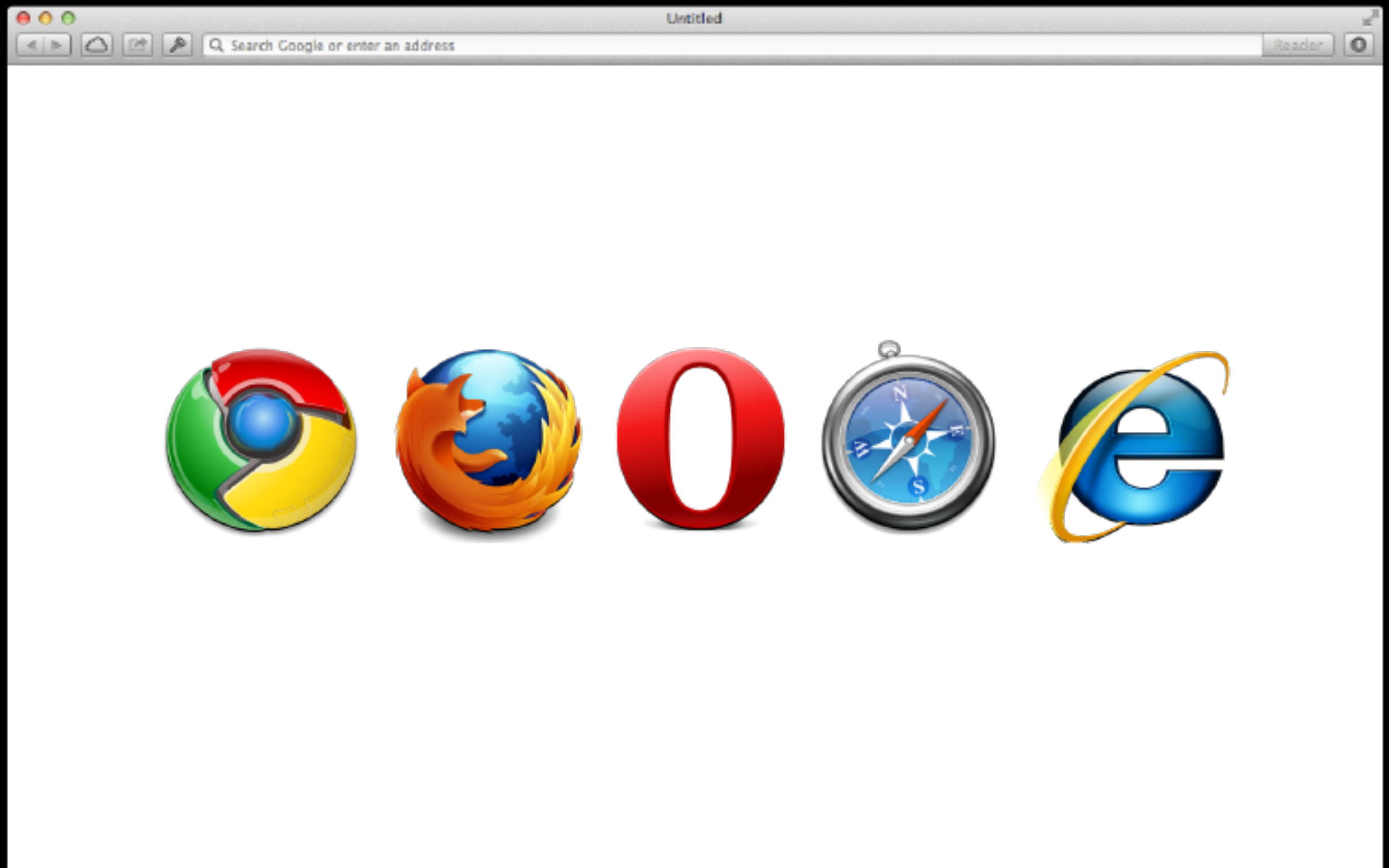
## JavaScript

Animation and Interaction

```
alert('Hi class');
```

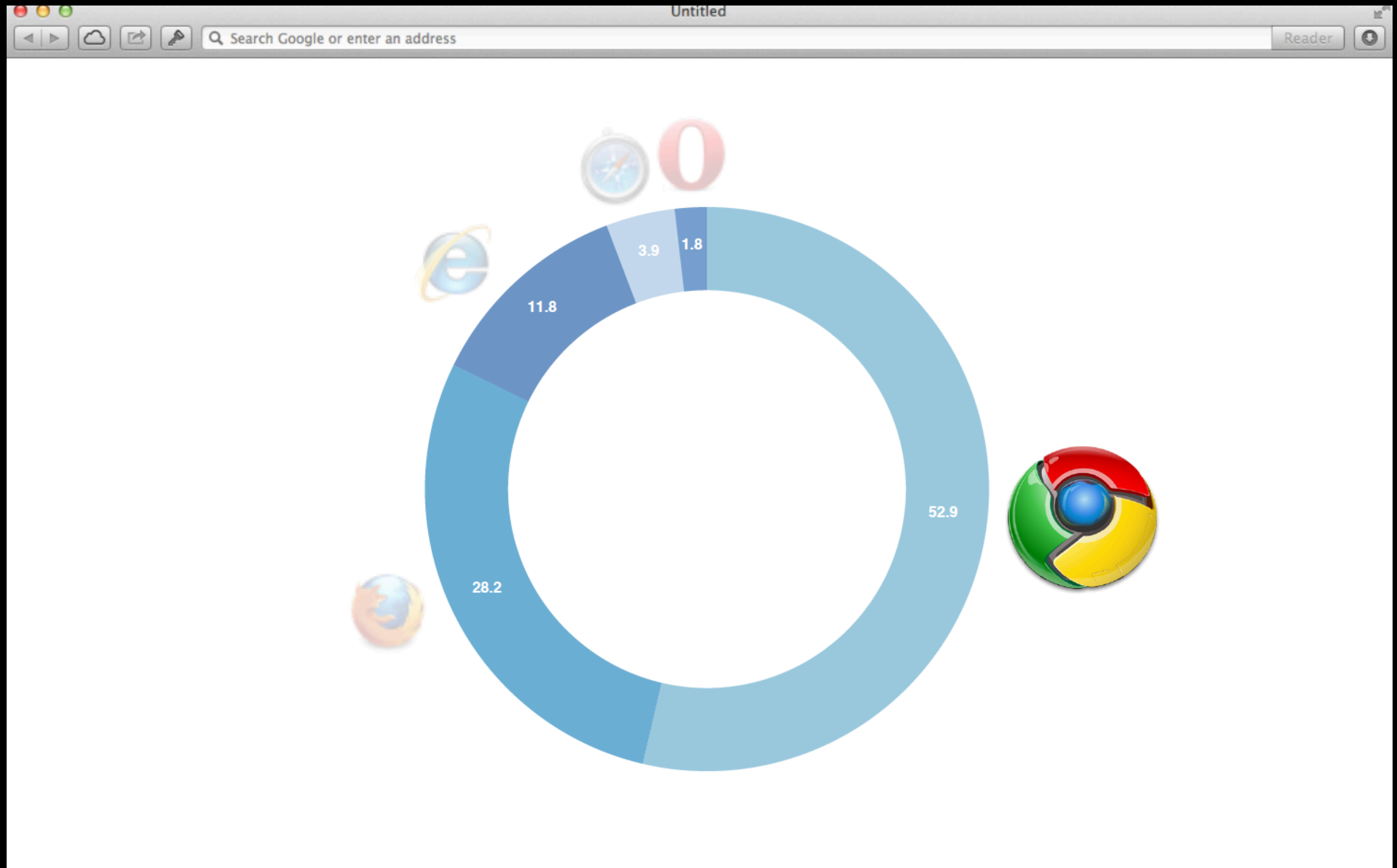
# Web 101 - Web Browsers and Code Compatibility

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# Web 101 - Web Browsers and Code Compatibility

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# Web 101 - Web Servers

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# Web 101 - Web Servers

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## Web 101 - Web Hosting

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## Web 101 - Client to Server Communication

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**Client**  
**Web Device**

**Request**



**Server**

# Web 101 - Client to Server Communication

---



**Client  
Web Device**

Request



Receive



**Server**

# Web 101 - Client to Server Communication

---



**Client**  
**Web Device**

**PHP**  
**Python**  
**Ruby**  
**Perl**  
**ASP**  
**NodeJS**

**SQL**  
**NoSQL**  
**Mongo**  
**XML**  
**JSON**



**Server**



## Web 101 - Client to Server Communication

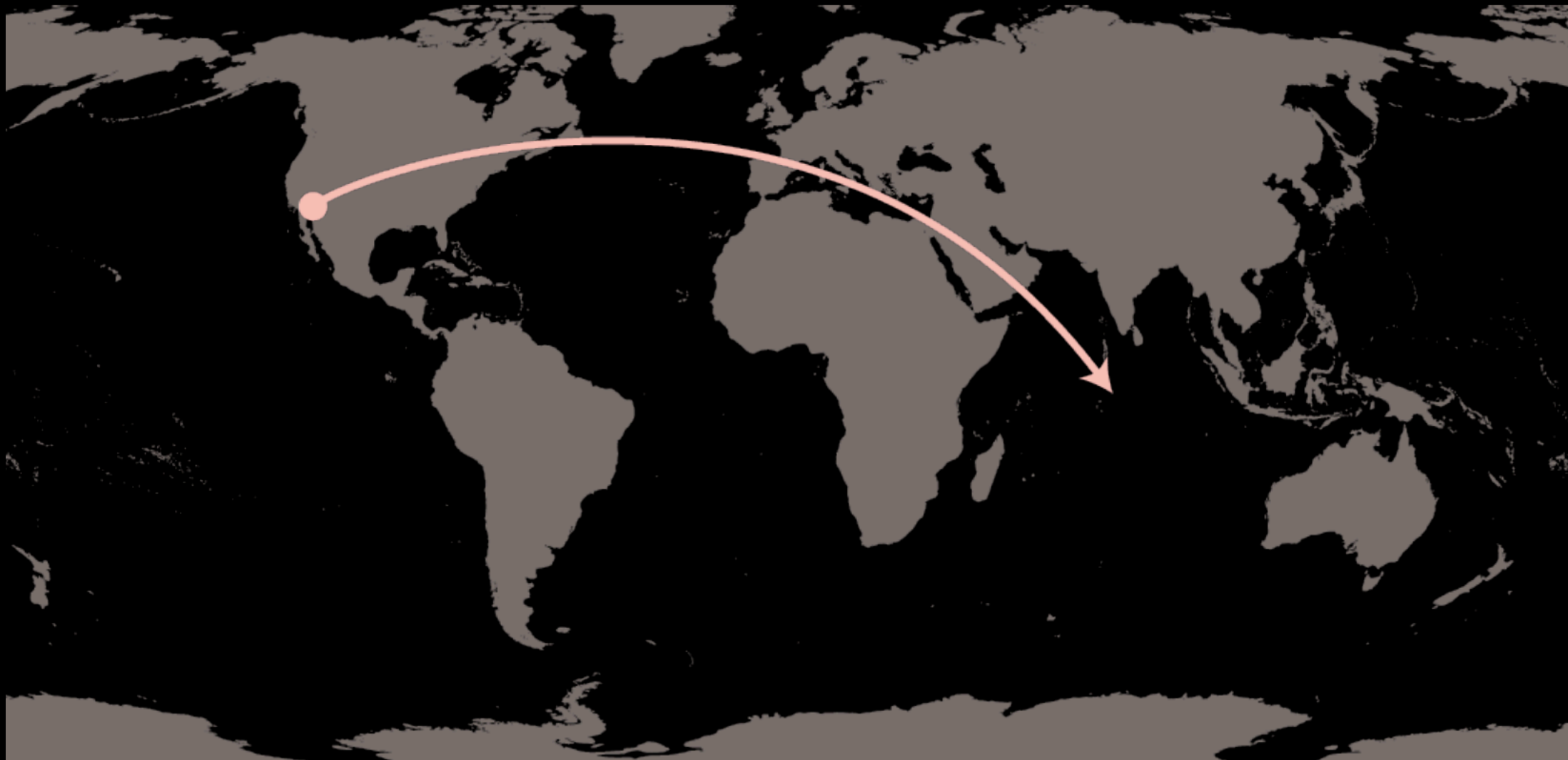
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## Web 101 - Client to Server Communication

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A user in Vancouver visits **airindia.in** in Bangalore



## Web 101 - Client to Server Communication

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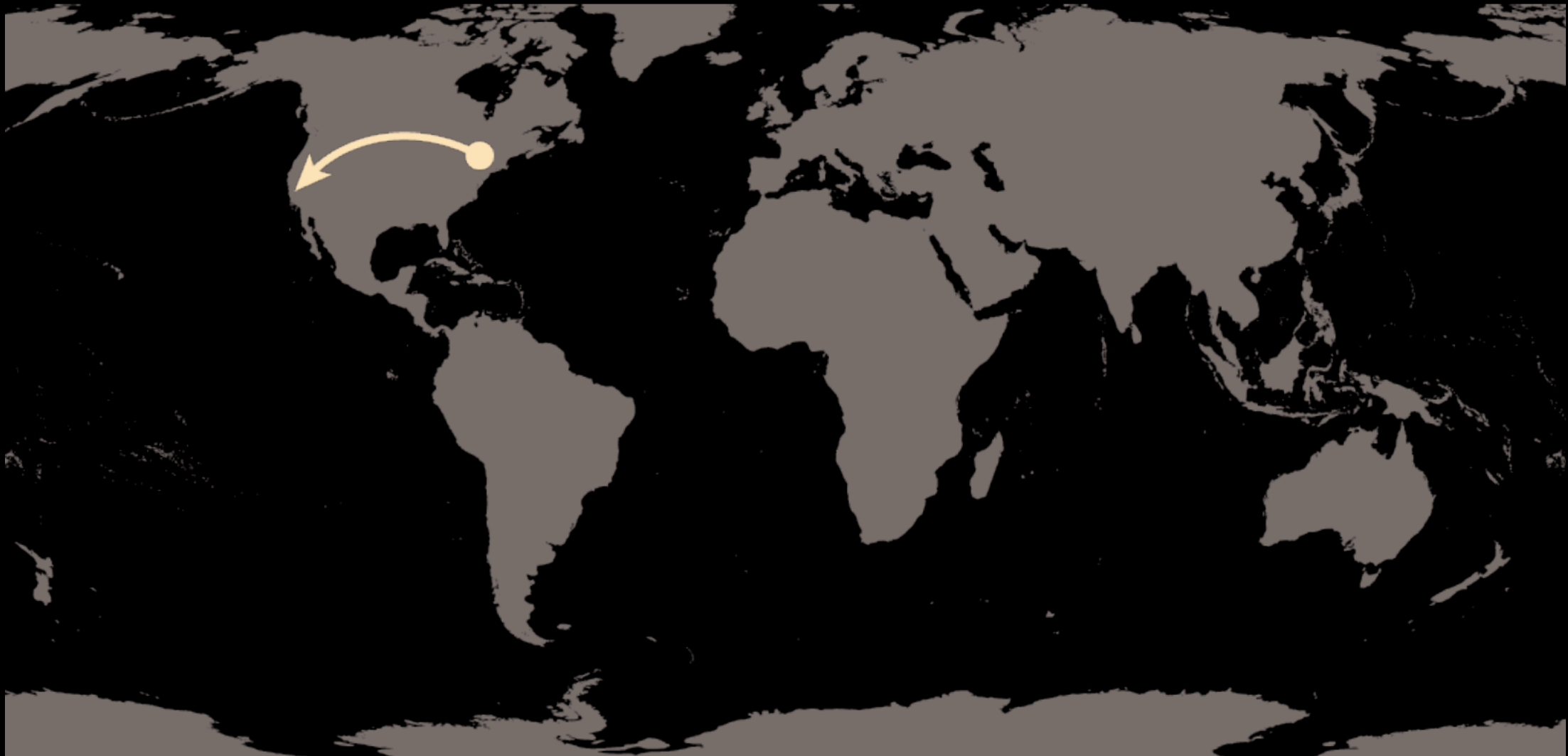
A user in Stockholm visits **qantas.com.au** in Sydney



## Web 101 - Client to Server Communication

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A user in New York visits **google.com** in San Francisco





Cambridge

1

You connect to the web  
via an Internet Service  
Provider (ISP).





2

Your computer contacts a network of servers called Domain Name System (DNS) servers. They return the servers IP address.



3

Your computer uses the number provided by the DNS servers to go to the web server hosting the website you want to visit.



4

The web server then sends the page you requested back to your web browser.



# Web 101 - Web Enabled Devices

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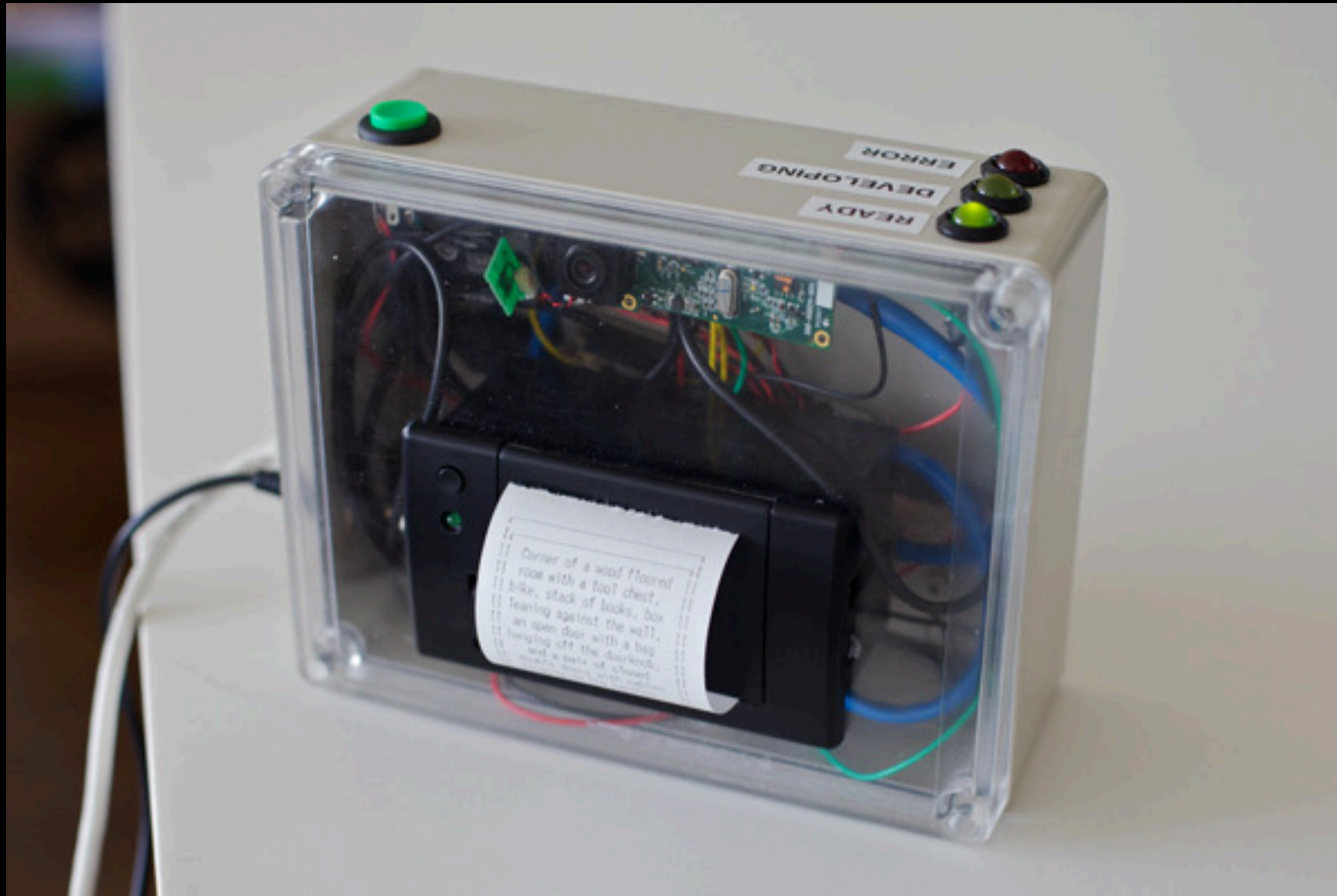
## Web 101 - Web Enabled Devices

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## Web 101 - Web Enabled Devices

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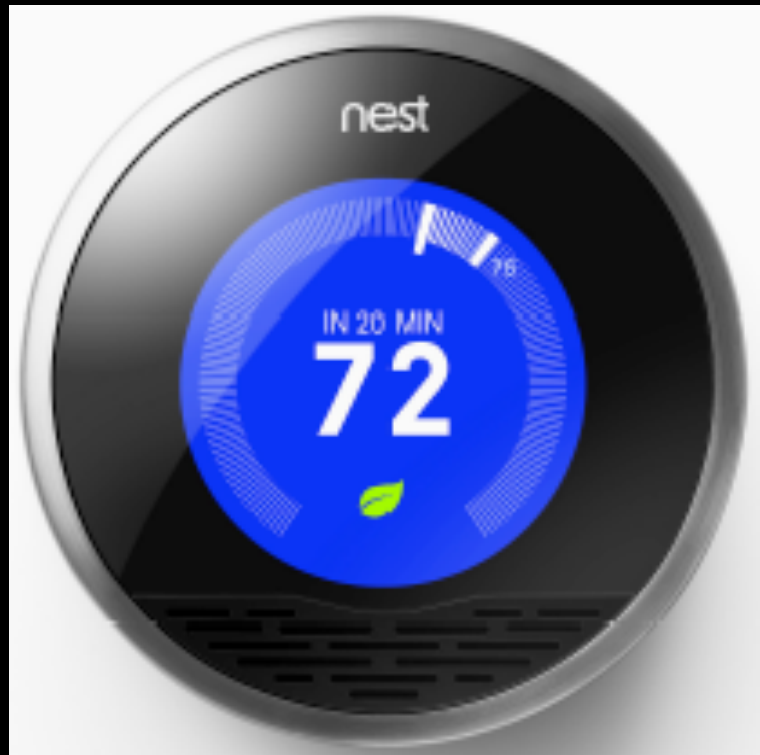
## Web 101 - Web Enabled Devices

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# Web 101 - Internet of Things

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# Four Ds

Discover

Define

Design

Develop

# Four Ds

Discover

Define

Design

Develop

# **Competitive Audits and Market Analysis**



**Market  
Analysis**

---

*Strategist*

**Competitive  
Visual Audit**

---

*Designer*

## Our Client

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# **Market Analysis**

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*Strategist*

# **Competitive Visual Audit**

---

*Designer*

## Market Analysis

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- What is your market?
- Who is your user?
- Who are your competitors?



- What is your market?
  - Higher Education
  - Continuing Education





# Market Analysis

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- Who is your user?
  - High School Students
  - Parents
  - Anyone else interested in furthering their education



## Market Analysis - User Archetype 1

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### John Smith

Senior at Brooklyn Tech

- Male
- Age 17
- Lives in Brooklyn
- Interested in a career in graphic design
- Probably has to work while going to school to pay for it
- Took a lot of art classes while in high school
- Is really into sports
- Will be the first of his family to go to college
- Is really close with his family and doesn't want to go to far away for school

## Market Analysis - User Archetype 2

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### Mary Smith

John Smith's mother

- Female
- Age 45
- Lives in Brooklyn
- Makes about 60,000 a year
- Wants to help her son as much as she can financially for school

- Who are your competitors?
  - Other Universities
  - New York City Area Universities

The logo for Brooklyn College, part of The City University of New York. The word "Brooklyn" is in a large, bold, maroon serif font. Below it, the word "College" is also in a large, bold, maroon serif font. To the right of "Brooklyn", the words "The City University of New York" are written in a smaller, maroon serif font, stacked vertically.

**Brooklyn** The City  
University  
of New York  
**College**

## Market Analysis - Competitors

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**Market  
Analysis**

---

*Strategist*

**Competitive  
Visual Audit**

---

*Designer*

## Competitive Visual Audit

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- Screen grab competitors websites
- Find the grid
- What is the color palette
- Typefaces and Type Hierarchy
- Media

## Competitive Visual Audit

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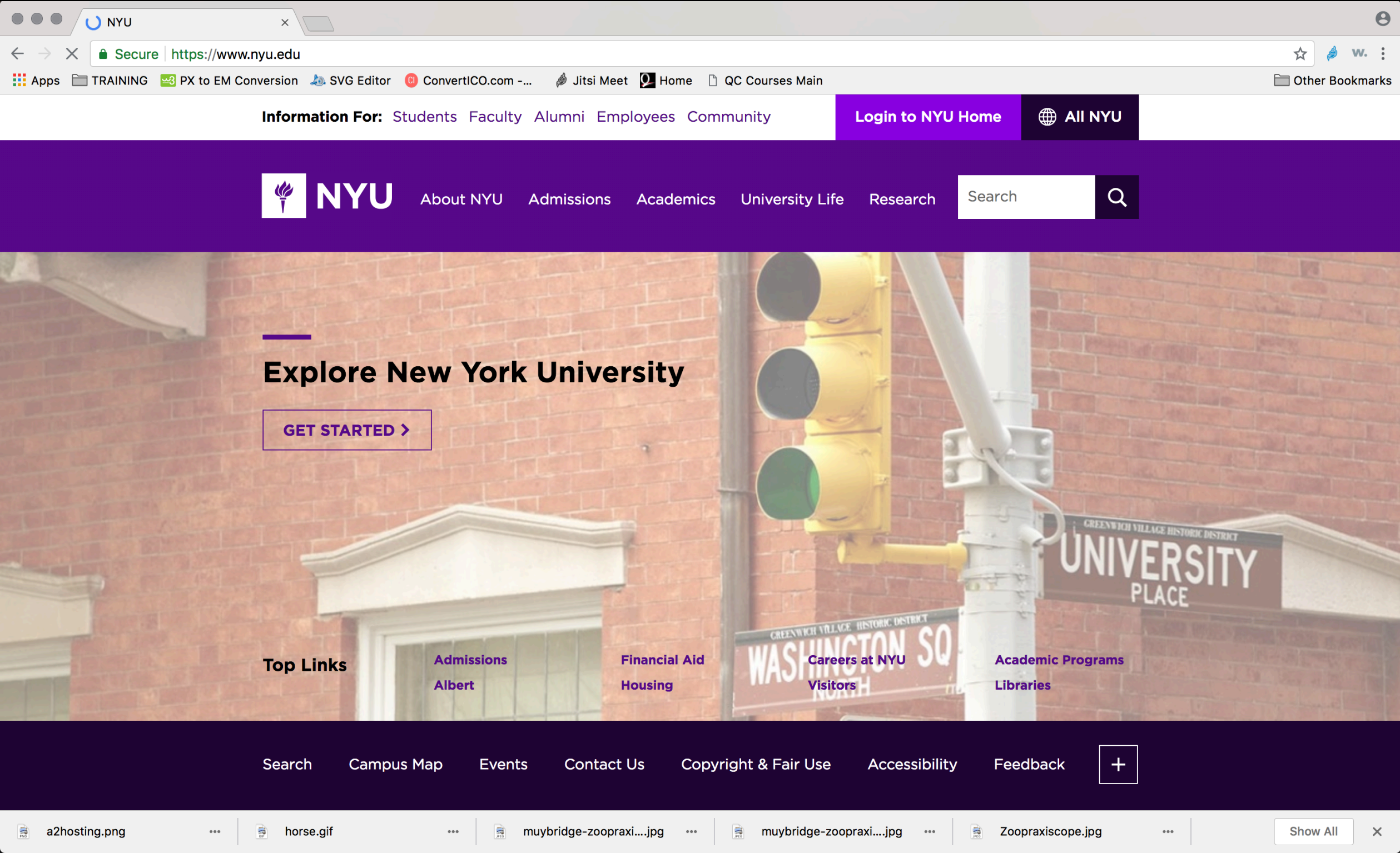
### Screen Grab

Apple Full Screen: Command + Shift + 3

Apple Selected Area: Command + Shift + 4

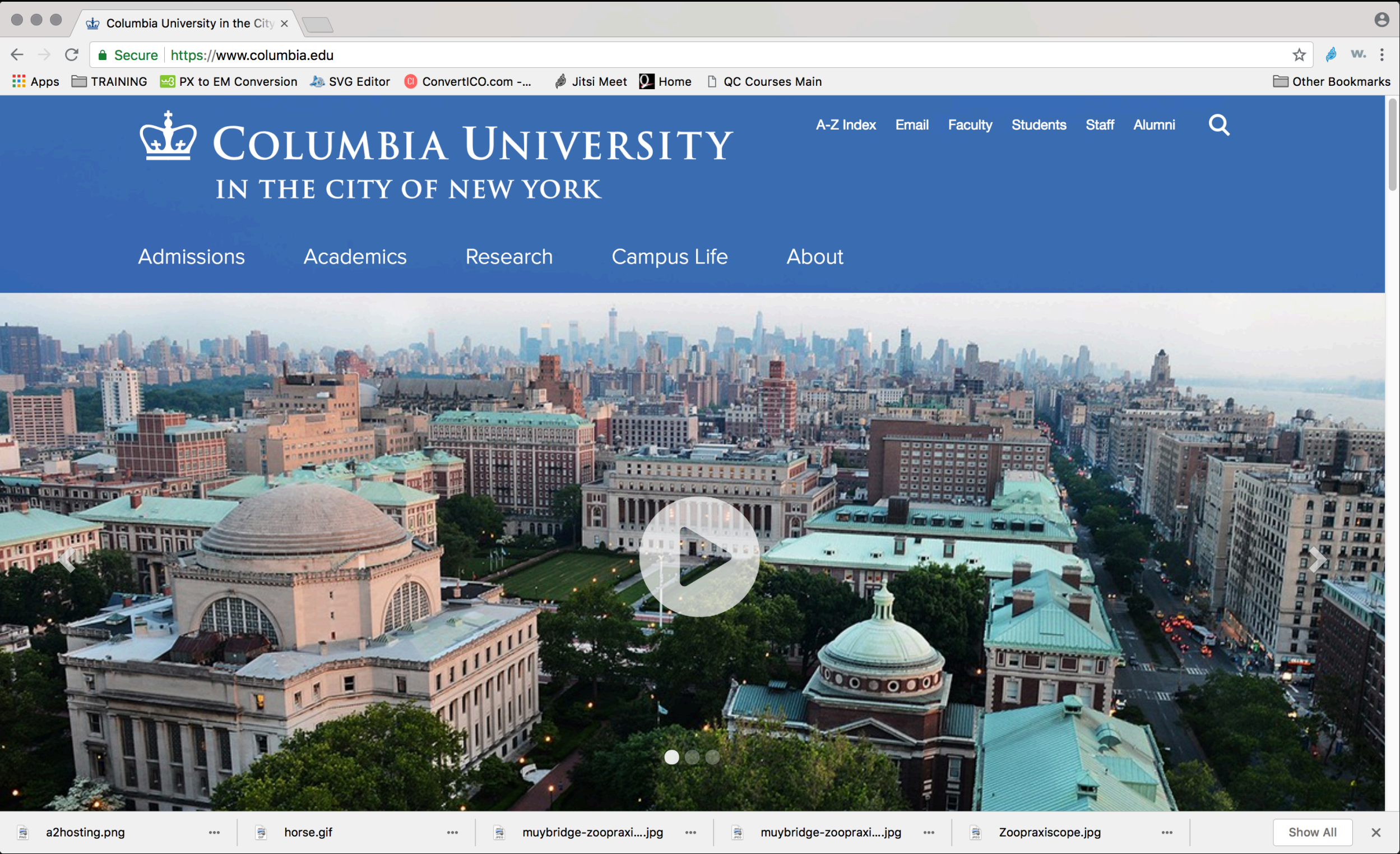
Microsoft Windows: Command + Shift + 4 and then Spacebar

# Market Analysis Competitors





# Market Analysis Competitors





# Market Analysis Competitors

Parsons | Art and Design School

https://www.newschool.edu/parsons/

Apps TRAINING PX to EM Conversion SVG Editor ConvertICO.com -... Jitsi Meet Home QC Courses Main

Other Bookmarks

THE NEW SCHOOL

PARSONS

About Parsons

Academics

Faculty

Admission

Student Work

Student Life

Career Services

Research and Projects

Profiles

News

Exhibitions and Events

How to Apply

Admission Events

Request Information

MAKE NYC YOUR STUDIO

EXPLORE STUDENT WORK

Parsons School of Design enables students to develop the

a2hosting.png

horse.gif

muybridge-zoopraxi....jpg

muybridge-zoopraxi....jpg

Zoopraxiscope.jpg

Show All



# Market Analysis Competitors

School of Visual Arts | SVA | N x

Not Secure | www.sva.edu

Apps | TRAINING | PX to EM Conversion | SVG Editor | ConvertICO.com - ... | Jitsi Meet | Home | QC Courses Main | Other Bookmarks



Agniya Tolstokulakova (BFA Illustration)

Apply

SVA Portfolios

Video Gallery

Prospective Students

Parents



Virtual Tour



Check it out »

School of Visual Arts



SVA Alumni  
Five Awesome Films You Can't Miss at SVA's After School Special 2018



Before and After SVA  
Before & After SVA: Elena Woznick is Out in the Working World of...



SVA Clubs  
SVA Clubs: Get in the School Spirit & Find Your New BFFs



Announcements  
David Rhodes completes his 40th Year as President of SVA



SVA Students  
Fall 2018: Welcome Back to SVA!



SVA Portfolios  
SVA Portfolios: Five Most-Discussed Projects of August 2018

SVA NYC

UNDERGRADUATE

GRADUATE

CONTINUING EDUCATION

SPECIAL PROGRAMS

ABOUT

ADMISSIONS

ALUMNI

FACULTY

STUDENTS

Apply

Calendar

Maps

Contact Us

My SVA

Video Gallery

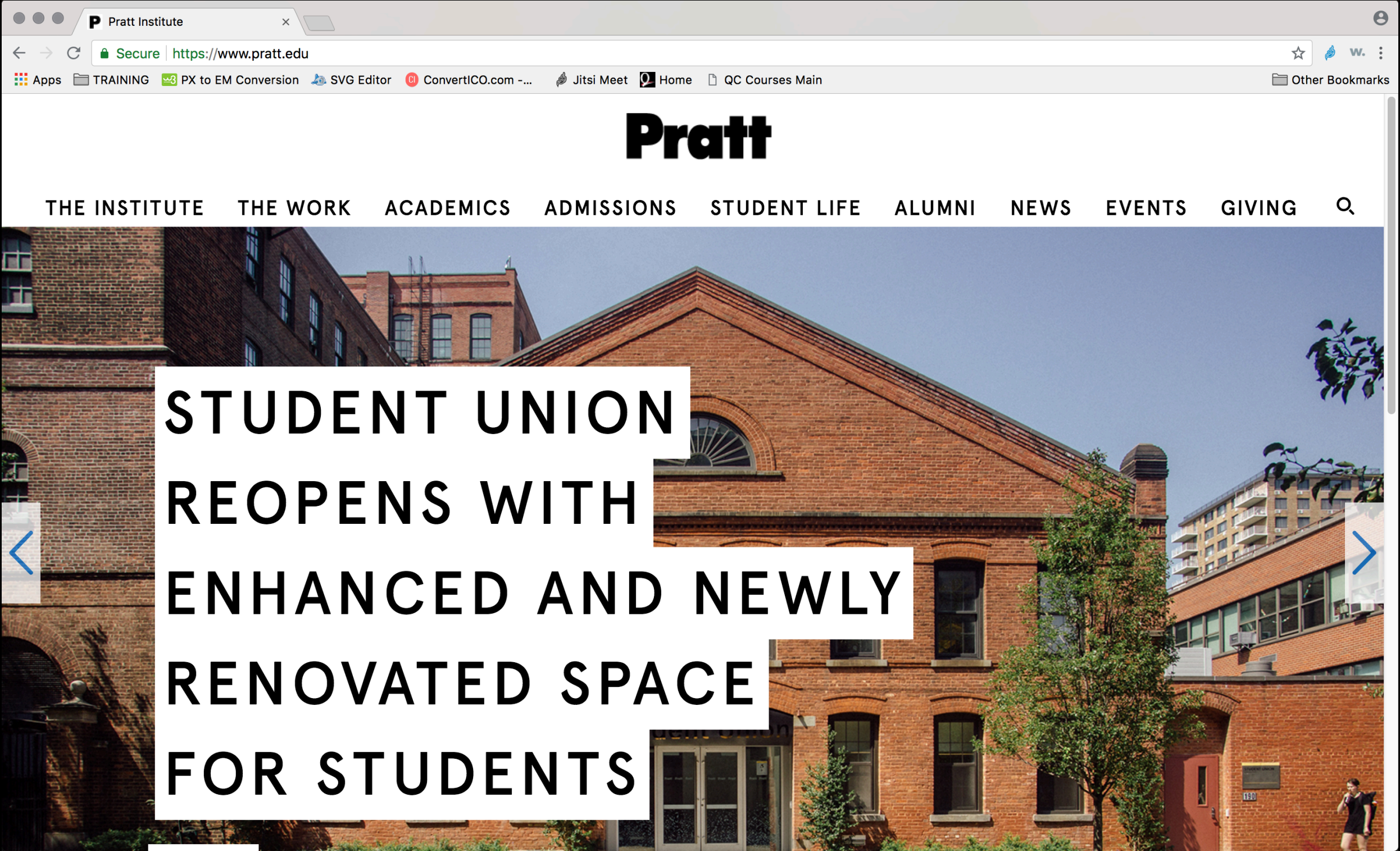
Virtual Tour

Working at SVA

Q



# Market Analysis Competitors





# Market Analysis Competitors

Home

https://www.qc.cuny.edu/Pages/home.aspx

Apps TRAINING PX to EM Conversion SVG Editor ConvertICO.com -... Jitsi Meet Home QC Courses Main

Other Bookmarks



Quick Links Departments

Adult Education Arts Athletics ESL Libraries Directory Login to...

Future Students

Current Students

Parents/Families

Alumni

Faculty/Staff

A-Z Index

ABOUT QC

ADMISSIONS

ACADEMICS

STUDENT LIFE

COMMUNITY OUTREACH

MAKE A GIFT

IT'S NEVER TOO LATE FOR LIFELONG LEARNING

Professional & Continuing Studies at Queens College

Get started now! For a full list of courses, including our new personal enrichment offerings, click here



News and Announcements

Queens College Joins Coalition to Advance Workplace Diversity and Inclusion

Sing Handel's Messiah with the Queens College Choral Society

Events

Exhibit: *Duchas: The Drive Within: Celebration of Irish-Inspired Art & Artists.* QC Art Center. Through Sept. 7.

Exhibit: *That's My Home: 75 Years of the Armstrongs in Corona.* Armstrong House Museum, Tuesday-Sunday.

Building Futures

Google's CSSI-Extensio...



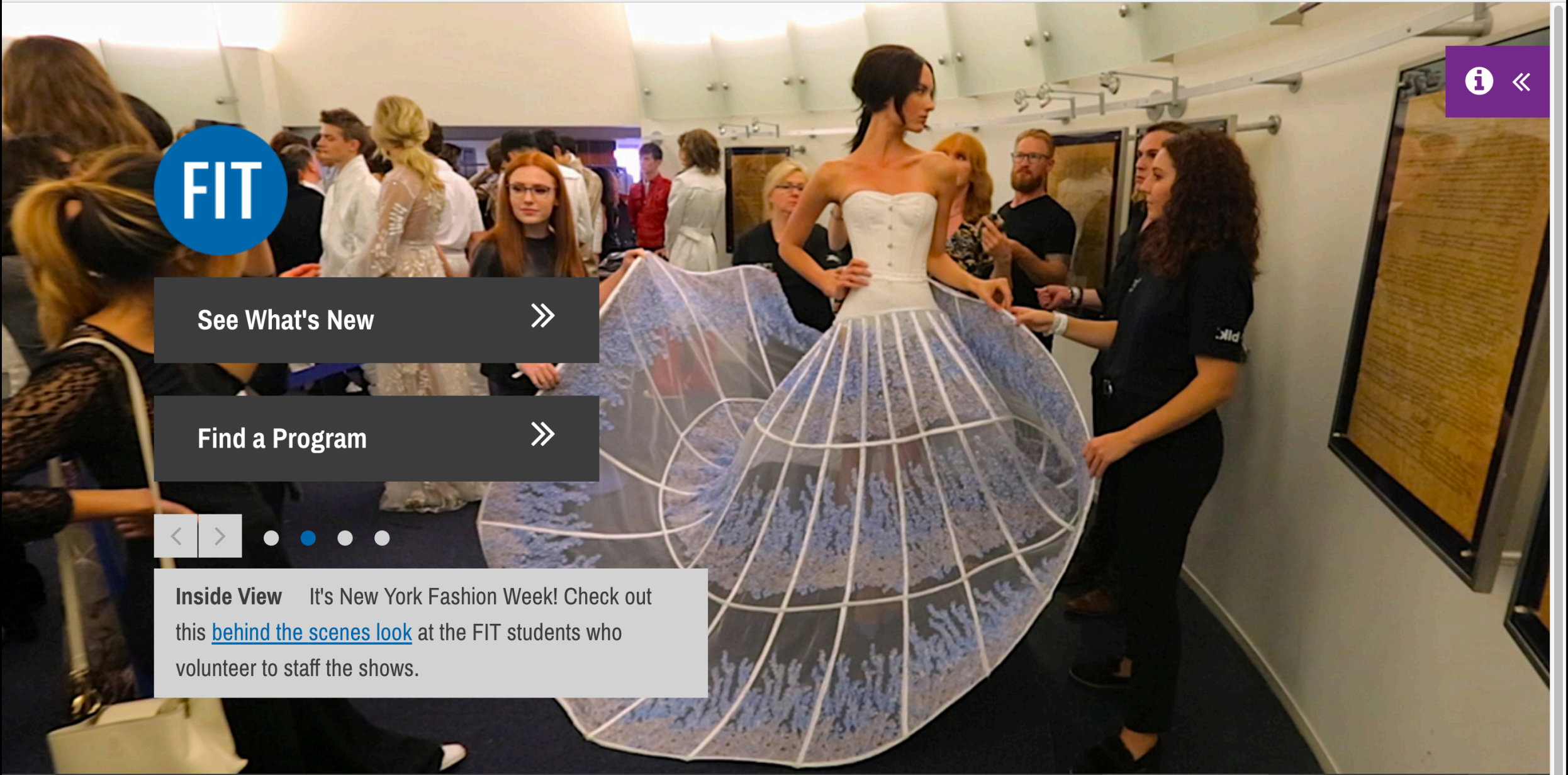


# Market Analysis Competitors

Home | Fashion Institute of Tec x

https://www.fitnyc.edu

Apps TRAINING PX to EM Conversion SVG Editor ConvertICO.com -... Jitsi Meet Home QC Courses Main Other Bookmarks



FIT

See What's New

Find a Program

< > ● ● ● ●

Inside View It's New York Fashion Week! Check out this [behind the scenes look](#) at the FIT students who volunteer to staff the shows.

i <<

Fashion Institute of Technology  
State University of New York

About Academics Admissions Campus Life Give to FIT News MyFIT

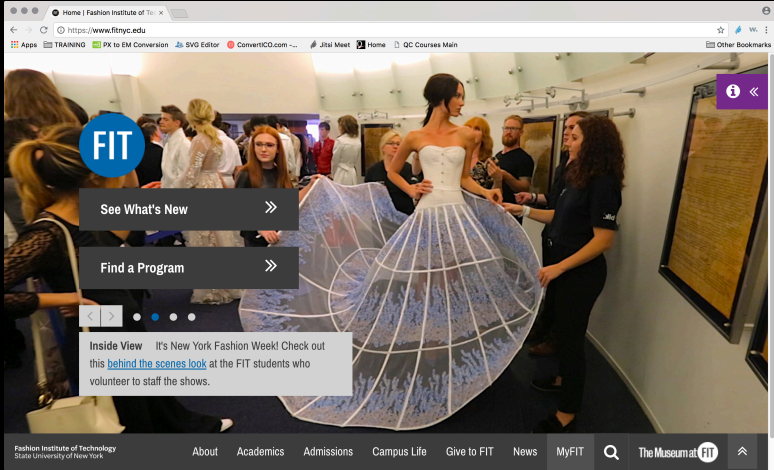
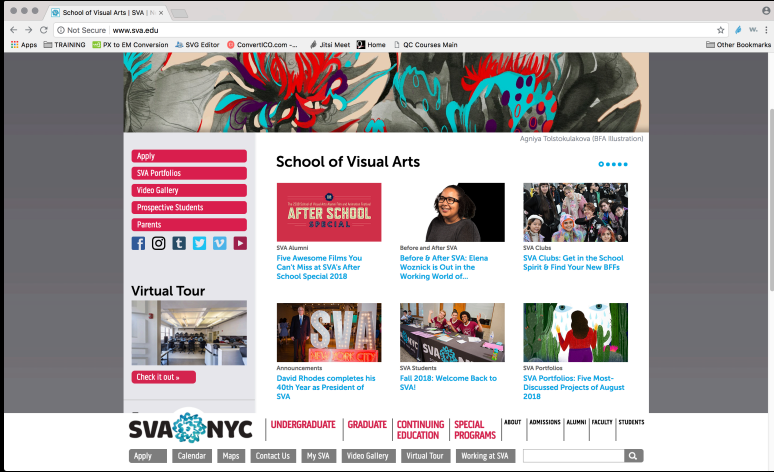
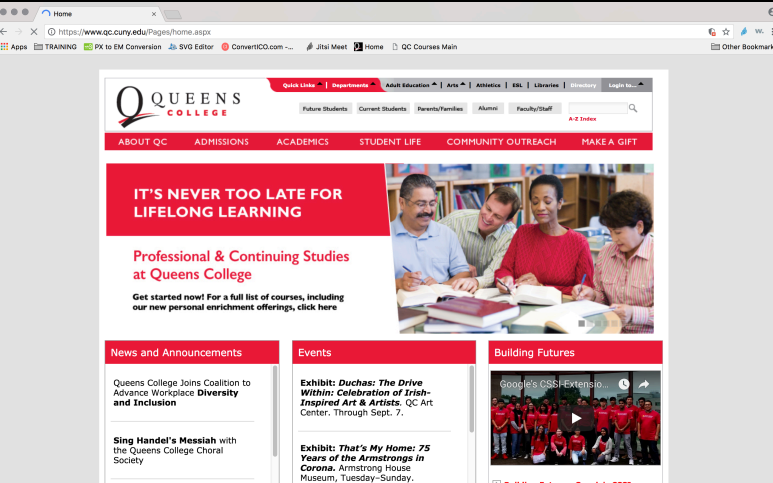
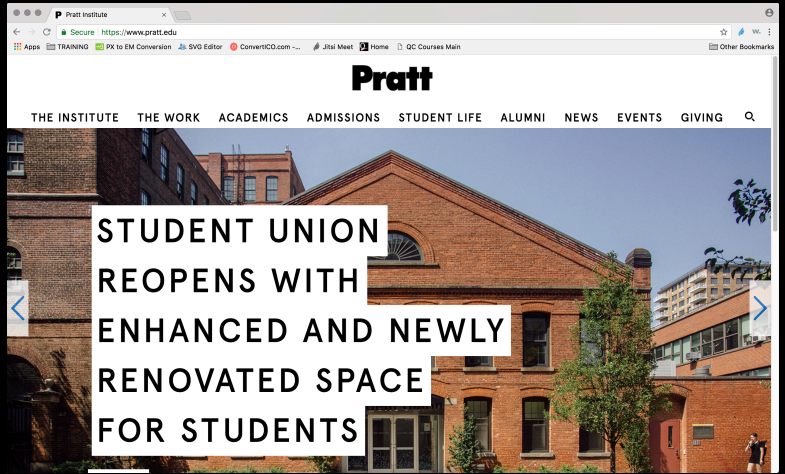
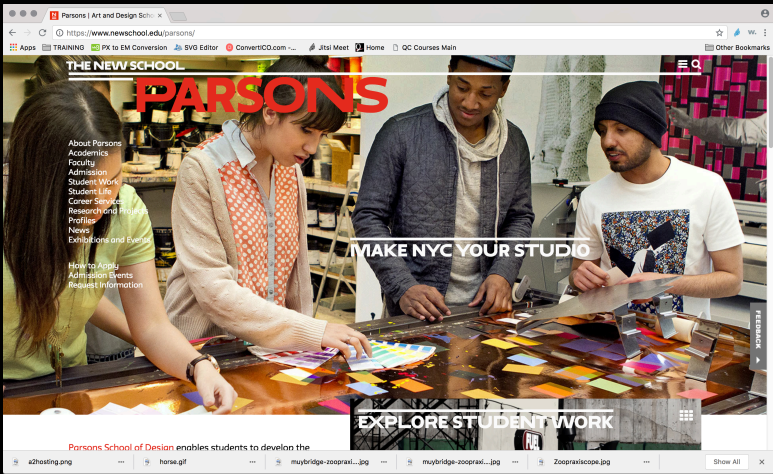
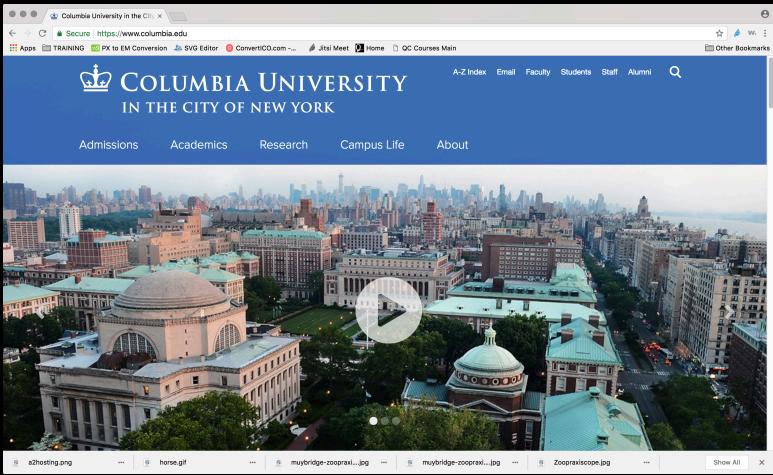
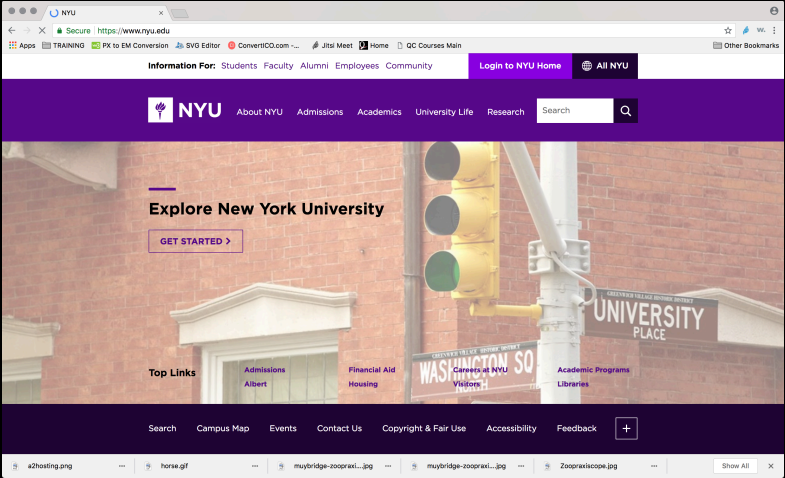
Q

The Museum at FIT

⤴



# Market Analysis Competitors



## Competitive Visual Audit

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- Screen grab competitors websites
- Find the grid
- What is the color palette
- Typefaces and Type Hierarchy
- Media



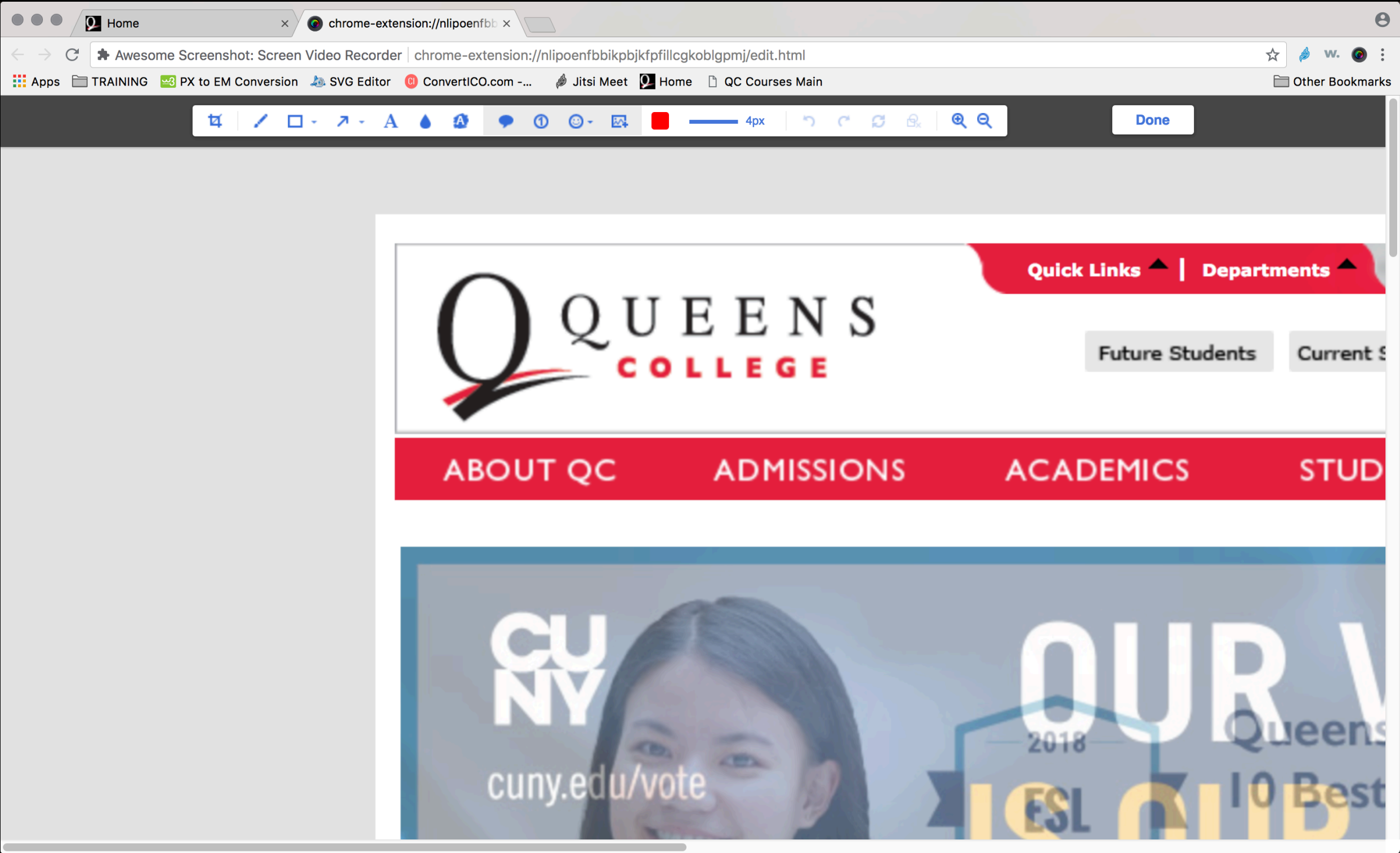
# Competitive Visual Audit - Grid Tools

## Awesome Screenshot Chrome Plugin

The image shows a Chrome browser window displaying the Queens College website. The browser's address bar shows the URL <https://www.qc.cuny.edu/Pages/home.aspx>. The website header includes the Queens College logo, navigation links (Quick Links, Departments, Adult Education, Arts, Athletics, ESL, Libraries, Directory), and user roles (Future Students, Current Students, Parents/Families, Alumni, Faculty/Staff). A red navigation bar contains links for ABOUT QC, ADMISSIONS, ACADEMICS, STUDENT LIFE, COMMUNITY OUTREACH, and MAKE A. The main content area features a large banner for 'THE QView #28' with a cityscape background. To the right of the banner, a red sidebar lists news items: 'Students Have Voice in Participatory Budgeting', 'Tech Incubator Holds Workshops', 'New Scholarship Honors Joyce Warren', and '\$750,000 for Campus Upgrades'. Below the banner, there are three columns: 'News and Announcements' (Queens College Joins Coalition to Advance Workplace Diversity and Inclusion; Sing Handel's Messiah), 'Events' (Exhibit: Duchas: The Drive Within: Celebration of Irish-Inspired Art & Artists; Exhibit: That's My Home: 75 Years of the Armstrongs in Corona), and 'Building Futures' (Google's CSSI-Extension...). The Awesome Screenshot Chrome plugin menu is open on the right side of the browser window, showing options like 'Capture visible part of page', 'Delayed capture', 'Capture selected area', 'Capture entire page', 'Select a local image', 'Capture desktop', 'Record screen', 'My recordings', 'Options', and 'Help'. The menu also includes a 'Sign in or Sign up!' link.

# Competitive Visual Audit - Grid Tools

## Awesome Screenshot Chrome Plugin





# Competitive Visual Audit - Grid Tools

## Awesome Screenshot Chrome Plugin

Home

chrome-extension://nlipoenfbb...

Awesome Screenshot: Screen Video Recorder | chrome-extension://nlipoenfbbikpbjkfpfillcgkoblgpmj/edit.html

Apps TRAINING PX to EM Conversion SVG Editor ConvertICO.com -... Jitsi Meet Home QC Courses Main Other Bookmarks

AWESOME SCREENSHOT

The easiest way to communicate with images. Check out our site for a free account!

Show your Support Follow @awe\_screenshot Like Customer Care

QUEENS COLLEGE

Quick Links | Departments | Adult Education | Arts | Athletics | ESL | Libraries | Directory | Login to...

Future Students | Current Students | Parents/Families | Alumni | Faculty/Staff

ABOUT QC ADMISSIONS ACADEMICS STUDENT LIFE COMMUNITY OUTREACH MAKE A GIFT



2018  
ESL  
BEST SCHOOLS  
SCHOOLS.COM

Queens College Among Nation's  
10 Best Colleges for ESL Degree Programs

The college placed sixth among schools preparing educators to teach English to speakers of other languages

News and Announcements

Queens College Joins Coalition to Advance Workplace Diversity and Inclusion

Sing Handel's Messiah with the Queens College Choral Society

Queens College Named a Princeton Review "Best College" for 27 Consecutive Years

Click here for more news.

Events

Exhibit: *Duchas: The Drive Within: Celebration of Irish-Inspired Art & Artists*. QC Art Center. Through Sept. 7.

Exhibit: *That's My Home: 75 Years of the Armstrongs in Corona*. Armstrong House Museum, Tuesday-Sunday.

Concert: **Magos Herrera**. Saturday, September 8, 2 pm.

Click here for additional calendar listings.

Building Futures

Google's CSSI Extension...

Building Futures: Google's CSSI-Extension at QC

Building Futures: QC Night at Citi Field

Building Futures: Celebrating 28 years of the ADA



Move-in day at the  
**Summit Apartments**  
AT QUEENS COLLEGE

Re-edit this screenshot

Save to your projects

Connect to Google

OR

Create your own account

Sign into your account

More options ...

Local Save

Love it? Empower us to keep improving it.

Upgrade for unlimited screencasts

Like it? Help us spread the word!

Give us a 5-star rating

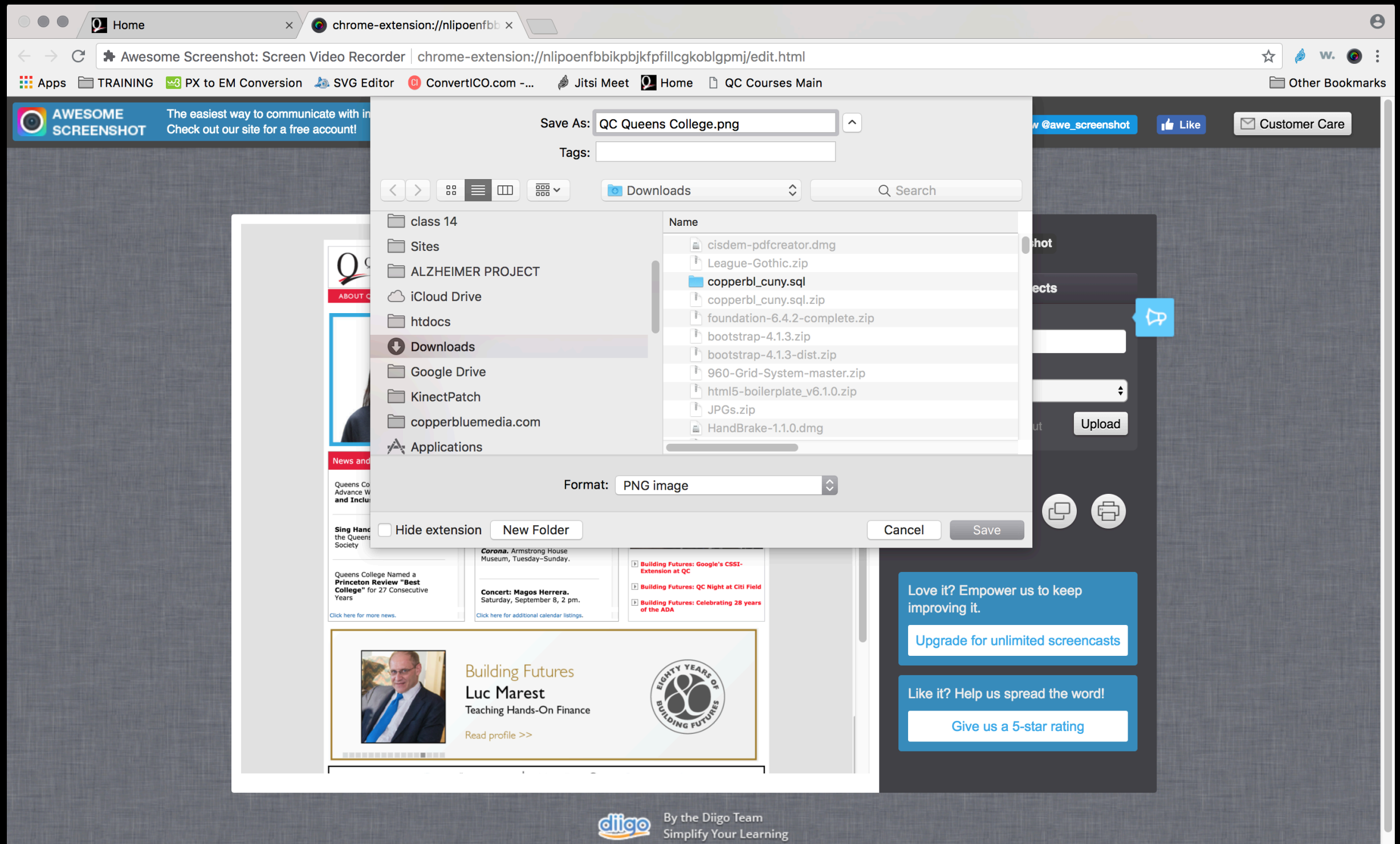
diigo

By the Diigo Team  
Simplify Your Learning



# Competitive Visual Audit - Grid Tools

## Awesome Screenshot Chrome Plugin



# Competitive Visual Audit - Grid Tools



# Competitive Visual Audit - Grid





## Competitive Visual Audit

---

- Screen grab competitors websites
- Find the grid
- What is the color palette
- Typefaces and Type Hierarchy
- Media

# Competitive Visual Audit - Asset and Code Tools

The image shows a screenshot of the Queens College website viewed in a Chrome browser. The Chrome Developer Tools menu is open, displaying various options for inspecting and debugging the page. The website itself features a red header with navigation links, a main banner with the text "IT'S NEVER TOO LATE FOR LIFELONG LEARNING", and several content sections including "News and Announcements", "Events", and "Building Futures".

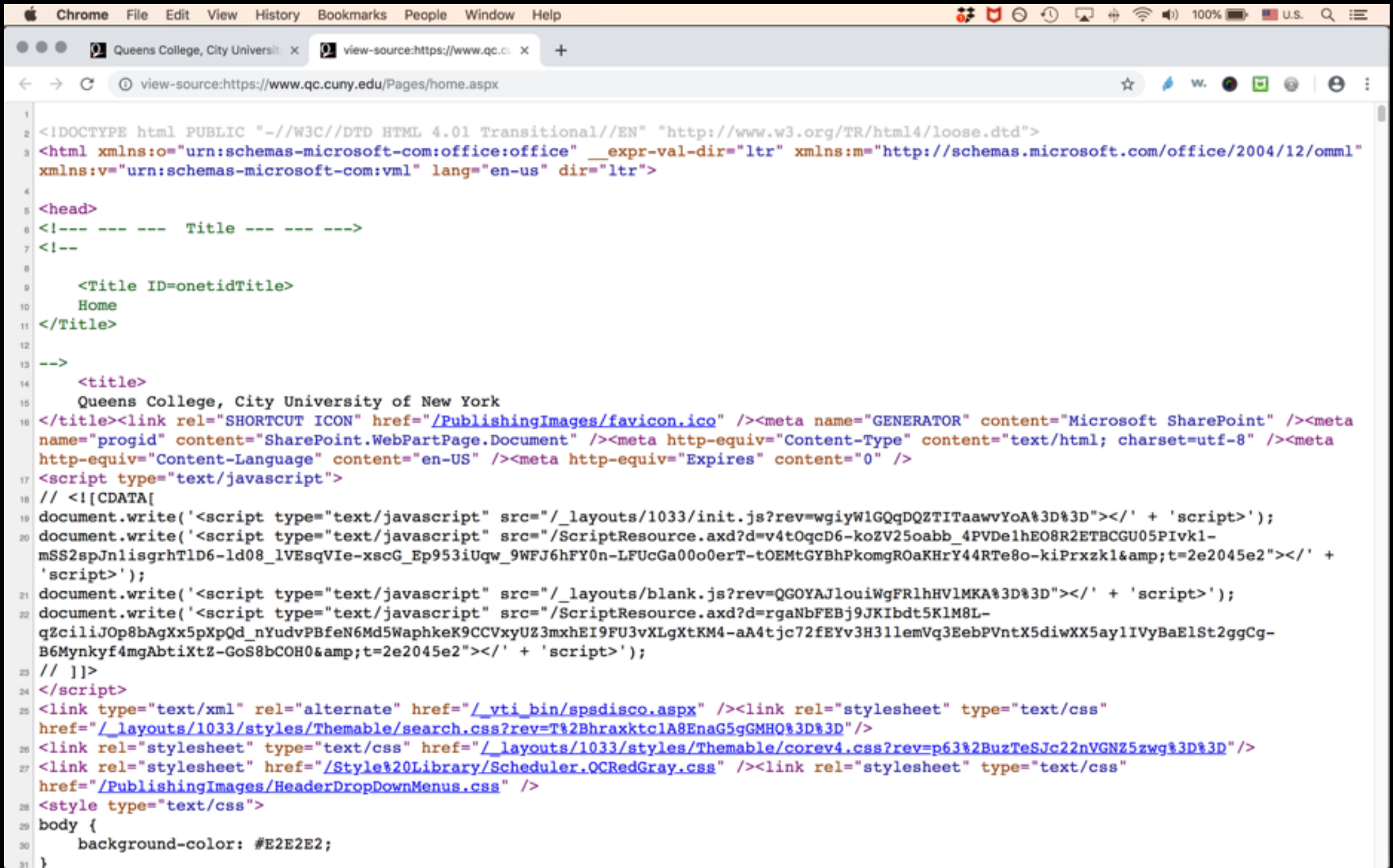
**Chrome Developer Tools Menu:**

- Always Show Bookmarks Bar
- Always Show Toolbar in Full Screen
- Stop
- Force Reload This Page
- Enter Full Screen
- Actual Size
- Zoom In
- Zoom Out
- Cast...
- Developer
  - View Source
  - Developer Tools
  - Inspect Elements
  - JavaScript Console
  - Allow JavaScript from Apple Events

**Website Content:**

- Header:** Quick Links, Departments, Adult Education, Arts, Athletics, ESL, Libraries, Directory, Login to...
- Navigation:** Future Students, Current Students, Parents/Families, Alumni, Faculty/Staff, A-Z Index
- Buttons:** COMMUNITY OUTREACH, MAKE A GIFT
- Main Banner:** IT'S NEVER TOO LATE FOR LIFELONG LEARNING
- Section:** Professional & Continuing Studies at Queens College
- Text:** Get started now! For a full list of courses, including our new personal enrichment offerings, click here
- News and Announcements:** Queens College is Among the Princeton Review's 2019 **Best Value Colleges: 200 Schools with Exceptional ROI for Your Tuition Investment**
- Events:** Exhibit: *That's My Home: 75 Years of the Armstrongs in Corona*. Armstrong House Museum, Tuesday-Sunday. Exhibit: *From the Desert to the City: The Journey of Late Ancient Textiles*. Godwin-
- Building Futures:** Summer Session

# Competitive Visual Audit - Asset and Code Tools



```
1 <!DOCTYPE html PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN" "http://www.w3.org/TR/html4/loose.dtd">
2 <html xmlns:o="urn:schemas-microsoft-com:office:office" __expr-val-dir="ltr" xmlns:m="http://schemas.microsoft.com/office/2004/12/omml"
3 xmlns:v="urn:schemas-microsoft-com:vml" lang="en-us" dir="ltr">
4
5 <head>
6 <!-- --- Title --- --- -->
7 <!--
8
9 <Title ID=onetidTitle>
10 Home
11 </Title>
12
13 -->
14 <title>
15 Queens College, City University of New York
16 </title><link rel="SHORTCUT ICON" href="/PublishingImages/favicon.ico" /><meta name="GENERATOR" content="Microsoft SharePoint" /><meta
17 name="progid" content="SharePoint.WebPartPage.Document" /><meta http-equiv="Content-Type" content="text/html; charset=utf-8" /><meta
18 http-equiv="Content-Language" content="en-US" /><meta http-equiv="Expires" content="0" />
19 <script type="text/javascript">
20 // <![CDATA[
21 document.write('<script type="text/javascript" src="/_layouts/1033/init.js?rev=wgiyWlGQqDQZTITaawvYoA%3D%3D"></' + 'script>');
22 document.write('<script type="text/javascript" src="/ScriptResource.axd?d=v4tOqcD6-koZV25oabb_4PVDelheO8R2ETBCGU05PIvk1-
23 mSS2spJnlisgrhTld6-ld08_lVESqVie-xscG_Ep953iUqw_9WFJ6hFY0n-LFUcGa00o0erT-toEMtGYBhPkomgROaKHrY44RTe8o-kiPrxzkl&t=2e2045e2"></' +
24 'script>');
25 document.write('<script type="text/javascript" src="/_layouts/blank.js?rev=QGOYAJlouiWgFRlhHVLmKA%3D%3D"></' + 'script>');
26 document.write('<script type="text/javascript" src="/ScriptResource.axd?d=rgaNbFEBj9JKIbdt5KlM8L-
27 qZciliJOp8bAgXx5pXpQd_nYudvPBfeN6Md5WaphkeK9CCVxyUZ3mxhEI9FU3vXLgXtKM4-aA4tjc72fEYv3H31lemVq3EebPVntX5diwXX5aylIVyBaElSt2ggCg-
28 B6Mynkyf4mgAbtiXtZ-GoS8bCOH0&t=2e2045e2"></' + 'script>');
29 // ]]>
30 </script>
31 <link type="text/xml" rel="alternate" href="/_vti_bin/spsdisco.aspx" /><link rel="stylesheet" type="text/css"
32 href="/_layouts/1033/styles/Themable/search.css?rev=T%2BhraxktclA8EnaG5gGMHQ%3D%3D" />
33 <link rel="stylesheet" type="text/css" href="/_layouts/1033/styles/Themable/corev4.css?rev=p63%2BuzTeSJc22nVGNZ5zwg%3D%3D" />
34 <link rel="stylesheet" href="/Style%20Library/Scheduler.OCRedGray.css" /><link rel="stylesheet" type="text/css"
35 href="/PublishingImages/HeaderDropDownMenus.css" />
36 <style type="text/css">
37 body {
38 background-color: #E2E2E2;
39 }
```



# Competitive Visual Audit - Asset and Code Tools

The image shows a screenshot of the Queens College website in a Chrome browser. The browser's address bar shows the URL <https://www.qc.cuny.edu/>. The Chrome menu bar is visible at the top, and the 'View' menu is open, showing options like 'Always Show Bookmarks Bar', 'Always Show Toolbar in Full Screen', 'Stop', 'Force Reload This Page', 'Enter Full Screen', 'Actual Size', 'Zoom In', 'Zoom Out', 'Cast...', 'Developer', 'View Source', 'Developer Tools', 'Inspect Elements', 'JavaScript Console', and 'Allow JavaScript from Apple Events'. The website header includes navigation links for 'Quick Links', 'Departments', 'Adult Education', 'Arts', 'Athletics', 'ESL', 'Libraries', 'Directory', and 'Login to...'. Below the header, there are buttons for 'Future Students', 'Current Students', 'Parents/Families', 'Alumni', and 'Faculty/Staff', along with an 'A-Z Index' link. The main content area features a large red banner with the text 'IT'S NEVER TOO LATE FOR LIFELONG LEARNING' and 'Professional & Continuing Studies at Queens College'. Below this banner, there is a call to action: 'Get started now! For a full list of courses, including our new personal enrichment offerings, click here'. The website also has sections for 'News and Announcements', 'Events', and 'Building Futures'. The 'News and Announcements' section includes a link to 'Queens College is Among the Princeton Review's 2019 Best Value Colleges: 200 Schools with Exceptional ROI for Your Tuition Investment'. The 'Events' section lists two exhibits: 'Exhibit: That's My Home: 75 Years of the Armstrongs in Corona' and 'Exhibit: From the Desert to the City: The Journey of Late Ancient Textiles'. The 'Building Futures' section features a video player with the title 'Summer Session'.

Chrome File Edit View History Bookmarks People Window Help

Queens College

<https://www.qc.cuny.edu/>

Quick Links | Departments | Adult Education | Arts | Athletics | ESL | Libraries | Directory | Login to...

Future Students | Current Students | Parents/Families | Alumni | Faculty/Staff | A-Z Index

COMMUNITY OUTREACH MAKE A GIFT

IT'S NEVER TOO LATE FOR LIFELONG LEARNING

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Fast Company - Media Theorist Douglas Rushkoff on Reclaiming Our Collective Humanity in the

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Exhibit: **That's My Home: 75 Years of the Armstrongs in Corona.** Armstrong House Museum, Tuesday-Sunday.

Exhibit: **From the Desert to the City: The Journey of Late Ancient Textiles.** Godwin-

Building Futures

Summer Session



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Queens College, City University of New York

https://www.qc.cuny.edu/Pages/home.aspx

QUEENS COLLEGE

Quick Links | Departments | Adult Education | Arts | Athletics | ESL | Libraries | Directory | Login to...

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#### News and Announcements

Queens College is Among the Princeton Review's 2019 **Best Value Colleges: 200 Schools with Exceptional ROI for Your Tuition Investment**

**Fast Company** - Media Theorist Douglas Rushkoff on Reclaiming Our Collective Humanity in the

#### Events

**Exhibit: The Years of the Corona.** An Museum, T

**Exhibit: From City: The Journey or Late Ancient Textiles.** Godwin-

#### Building Futures

Summer Session



Back  
Forward  
Reload  
Save As...  
Print...  
Cast...  
Translate to English  
View Page Source  
Inspect  
Speech

# Competitive Visual Audit - Asset and Code Tools

The image shows a web browser displaying the Queens College homepage. The browser's address bar shows the URL `https://www.qc.cuny.edu/Pages/home.aspx`. The website features a red header with the Queens College logo and navigation links. A large red banner with white text reads "IT'S NEVER TOO LATE FOR LIFELONG LEARNING". Below this, it says "Professional & Continuing Studies at Queens College" and "Get started now! For a full list of courses, including". To the right of the text is a photograph of four people (three men and one woman) sitting around a table, looking at books and papers. The browser's developer tools are open at the bottom, showing the HTML and CSS for the page. The HTML panel shows the structure of the page, including a `<center>` tag. The CSS panel shows the styles for the `center` element, including `display: block;` and `text-align: center;`.

Queens College, City University of New York

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```
</script>
<noscript></noscript>
<!-- Global site tag (gtag.js) - AdWords: 1035972437 -->
<script async src="https://www.googleadmanager.com/gtag/js?id=AW-1035972437"></script>
<script></script>
<style type="text/css"></style>
<a name="top"></a>
<center></center> == $0
<script type="text/javascript"></script>
<font color="#E2E2E2"></font>
<!--Office Information tooltips-->
<!--Office Information tooltips-->
<p class="ms-property-sheet"></p>
<script type="text/javascript"></script>
<div id="mystickytooltip" class="stickytooltip"></div>
<script src="https://analytics.twitter.com/i/adsct?o_id=Twitter&o_user_id=0&txn_id=dPixels&tw_document_href=https%3A%2F%2Fwww.qc.cuny.edu%2FPages%2Fhome.aspx"></script>
```

html body center

Styles Computed Event Listeners

Filter :hov .cls +

element.style { }

center { user agent stylesheet

`display: block;`

`text-align: center;`

Inherited from body

body { corev4.css?rev=\_zwq%3D%3D:2191

`font-family: Verdana,Arial,sans-serif;`

`font-size: 8pt;`

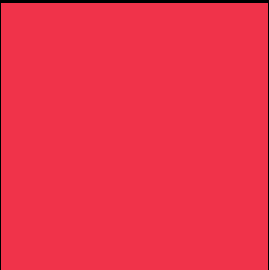
`color: #676767;`

`background-color: #fff;`

`margin: 0px;`

`padding: 0px;`

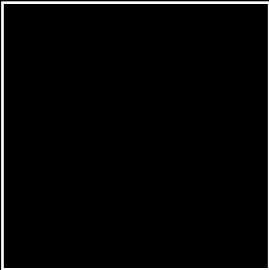
# Competitive Visual Audit - Color Palette



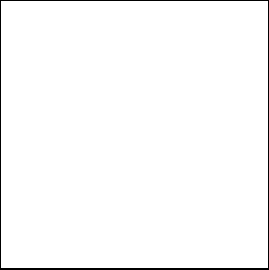
Red  
Hex #E9193A



Gray  
Hex #BCBDC0



Black  
Hex #000000



White  
Hex #FFFFFF

# Competitive Visual Audit - Typefaces and Type Hierarchy

## Typefaces

- Verdana
- Verdana Bold

## Type Hierarchy

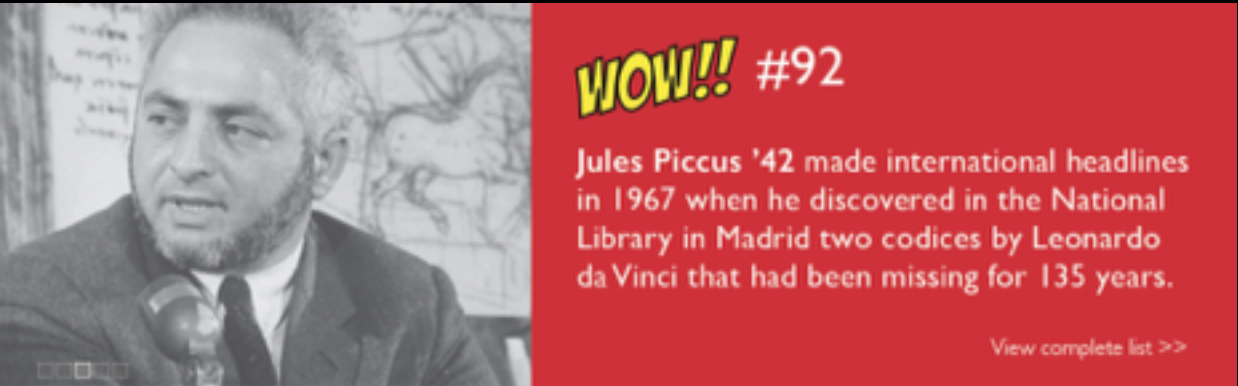
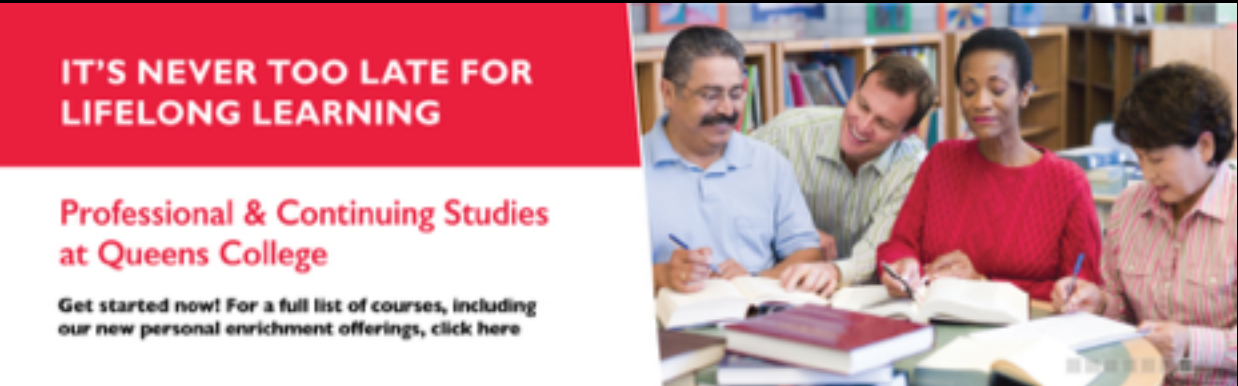
- 18px
- 13px
- 12px





# Competitive Visual Audit - Media

## Rotating Image Modules



## Static Image/Video



## **Market Analysis**

What's the market?

Who's the user?

Who are the competitors?

## **Visual Audit**

Competitors Websites

Find the Grid

Color Palette

Type and Hierarchy

Media

# Inspiring Links

<https://www.awwwards.com/websites/clean/>

<https://www.awwwards.com/websites/responsive-design/>

<https://www.awwwards.com/websites/business-corporate/>

<https://www.forbes.com/sites/karstenstrauss/2018/02/08/the-worlds-best-corporate-websites-2018/#532f755c4c05>

<https://www.mockplus.com/blog/post/best-website-design-2018>

<https://webflow.com/blog/19-web-design-trends-for-2018>

<https://readwrite.com/2018/07/20/top-10-best-website-trends-of-2018/>

<http://www.pitchskills.com/best-startup-websites-2018/>

<https://www.webdesignerdepot.com/2019/01/20-freshest-web-designs-january-2019/>

<https://www.bigcommerce.com/blog/best-ecommerce-website-design/>

<https://blog.hubspot.com/marketing/best-website-designs-list>

<https://www.cssdesignawards.com/>

<https://www.impactbnd.com/blog/18-award-winning-website-designs>

<https://www.csswinner.com/winners>

<https://www.thebestdesigns.com/>

<http://www.webaward.org/winners.asp#.W4j6yZNKjOR>