

Evaluating graphics used on web pages

Complete one of these for each graphic/image studied.

Name of website (2 websites for Pass, 3 for Merit, 4 for Distinction)	Autosport
url of page studied (web address)	http://www.autosport.com/
Purpose of website / page	To provide information and the latest news to its audience about all forms of motorsport. To also sell a digital magazine with further in depth exclusive information.
Target audience of website / page (age, gender, lifestyle, buying habits, etc)	Anyone that is interested in motorsport but the website is mainly aimed at adults as they can buy the digital magazine using PayPal and credit cards.



Filename of the graphic/image (saved in your user area)	autosport_logo				
Type and size of graphic/image (file type, file size, physical measurement, etc)	Type: GIF Image Size: 5280 bytes Dimensions: 341 x 45 pixels				
Is it a (circle the one you are reviewing)	Logo	Graphical nav bar	Advertising banner	Navigation button	Web icon
Purpose of graphic/image (What message is it trying to get across? Is it obvious or subtle? etc)	The purpose of the graphic/image is to redirect you to the home page of Autosport when you click on it. It also shows that autosport is motorsport related as seen by the checkered flag which is often used to signal the end of a race.				
Describe the good points of the graphic/image (Use of colour, text, imagery. Include size relative to the page, component parts etc)	It's a simple yet effective logo as it is simply black and white which are the same colours as the checkered flag and the start/finish line on a circuit. The "AUTOSPORT" bit of the logo is larger than the "COM" bit. This suggests that the website is about Autosport and is related to the magazine, the "COM" bit is smaller and shows that it is just an add on to show you that it is a website.				
Describe the less good points of the graphic/image (Use of colour, text, imagery. Include size relative to the page, component parts etc)	The "AUTOSPORT" could have been a different colour to make it stand out more and to clearly separate it from the "COM" bit of the logo.				
Is it suitable for the audience and purpose? Explain why you think the graphic/image is suitable or not	I think this image is suitable as it doesn't have bias. The colour scheme represents the start and the end of a race. If the logo was the colours of a racing team for example, it could have suggested that the magazine and website is biased towards one team. For example if it is green, it could represent the Lotus Racing Team. This shows that it is open to everyone that is interested in motorsport, and not just someone that supports Ferrari or Renault.				
How could you improve the graphic/image? • What would make it have more impact? (Valid reasons only please!)	Since this is the internet, the checkered flag could have been waving, this would have drawn more attention to it.				