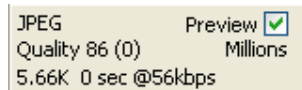
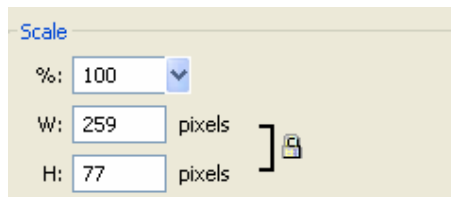


www.bbc.co.uk

Logo



This is a logo taken from www.bbc.co.uk. It downloads in 0 seconds @ 56kbps connection. This is better for the viewers as it allows faster access. It is 77 pixels in height and 259 pixels in width. This is a negative aspect as it is slightly small, compared to logos of other sites, making it less eye-catching.

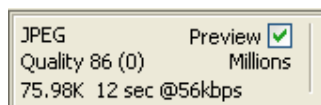
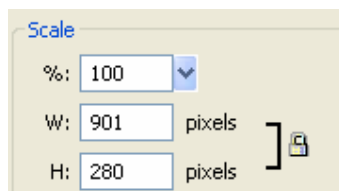
The overall logo is suitable for the site as it is plain and simple, therefore blending in with the site. The logo colour also blends in well with the rest of the homepage. The target audience are for those who wish to get the latest updates on news, weather, sports, showbiz, etc.

Another positive aspect of the logo is that it is a sans-serif font. It also stands out and the colour blends well with the rest of the homepage. The font size is considerably large and due to this it attracts attention.

Another positive point is that the font is easy to read. It also downloads quickly making it suitable for the viewer. A negative aspect of the graphic is that it is slightly dull, and bland. It seems to lack colour, and style, despite blending in with the rest of the site.

www.virgin.com

Navigation Button



This is a navigation button taken from www.virgin.com.

It downloads in 12 seconds @ 56kbps connection. This is a negative aspect as it is unsuitable for the viewers due to the fact it takes too long to download. The Navigation Button is 280 pixels in height, and 901 pixels in width.

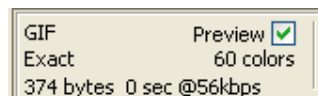
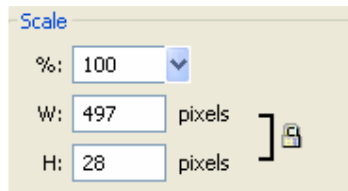
As a result of this, the Navigation Buttons blend in well with the rest of the site as well as the logo. It is also beneficial as it appears on the homepage and allows it direct access to what Virgin Company you are searching for. The target audience is for those searching for certain Virgin Companies for direct, rapid access.

Another positive aspect of the Navigation Button is that the font is easy to read, and gives immediate access to specific sites you are looking for, rather than you having to take longer browsing the site.

A negative feature of the Navigation Buttons is that the sub-headings are too small in font size. This therefore results in the buttons being difficult to read. They do not stand out and attract attention as they should. Another negative point is that the background of each Navigation Button is in similar colour to the whole background of the homepage, and therefore is less eye-catching for the viewer.

www.msn.com

Web Icon



This is a Web Icon take from www.msn.com.

The Web Icon downloads in 0 seconds @ 56kbps connection. It is 497 pixels in width, and 27 pixels in height.

The web icon is small, and this is a negative point as it does not stand out prominently.

It does however download quickly, making it suitable for viewers. The target audience are for those who wish to check their Instant Messenger. The colour of the icon does not blend in very well with the rest of the webpage.

As a positive aspect of the web icon is that it downloads rapidly, allowing quick access for the viewer.

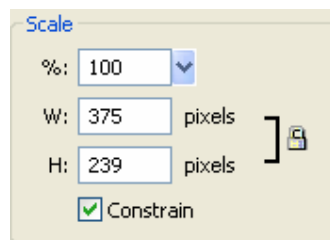
However, a negative aspect of the web icon is that it is small in size, and due to the vast quantity of icons and links on the msn homepage, it may not stand out and attract immediate attention from the viewer.

The icon does not have an impact as it does not stand out. It is too small, and if the site is visited by a viewer it would be unlikely that the icon link will be seen, and therefore will result in fewer visits.

www.jdsports.co.uk

Advertising Banner

BEST OF THE BEST
SALE
FURTHER REDUCTIONS!



JPEG Preview ☒
Quality 86 (0) Millions
27.22K 4 sec @56kbps

This is an advertising banner showing a further reduction sale, taken from www.jdsports.co.uk. It downloads in 4 seconds @ 56kbps connection. This is a slightly slower speed compared to other sites. Due to this it is quite unsuitable for the viewers as other sites take less time. The banner is 375 pixels in width and 239 pixels in height. This is a positive aspect as it is large and stands out.

The banner blends in very well with the rest of the site matching other parts of the site and blending in well. The banner is also appropriate as it stands out from the rest, and attracts immediate attention. The banner is there to advertise a sale, and the target audience is for those looking to buy sports clothing, footwear, and accessories at reduced prices.

Another positive aspect of the banner is that it stands out, attracting immediate attention to a sale, which is necessary. It is easy to read and of everything on the homepage, it attracts the most attention due to its font colour and size.

A negative aspect is that the download is at a slower speed compared to other sites, making it slightly unsuitable for the viewers.

