

Website Design 1

Professor Danne Woo

webdesign.dannewoo.com

DESN 214

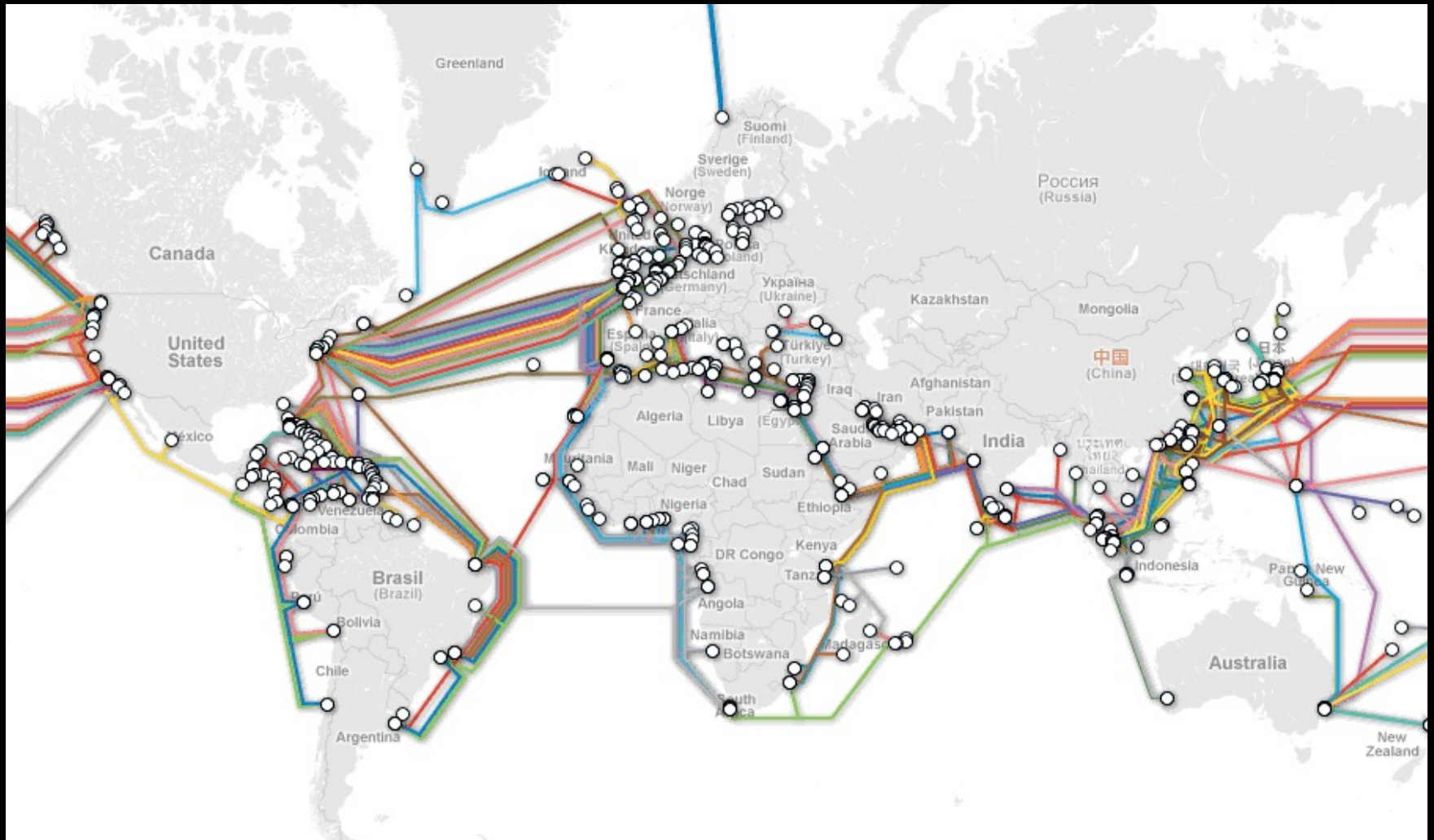
Fall 2021

Tuesday 2:00 pm – 5:50 pm

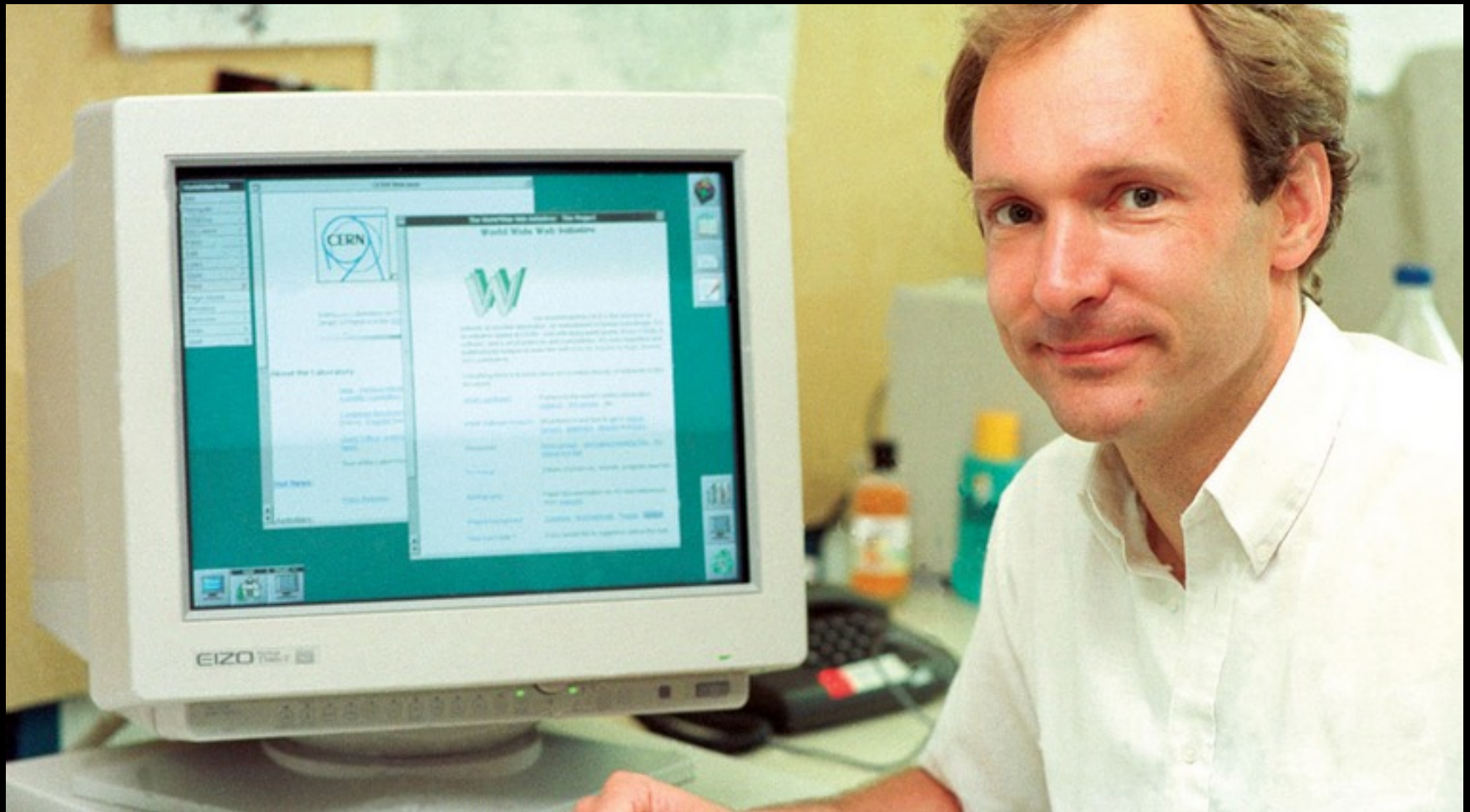
Online

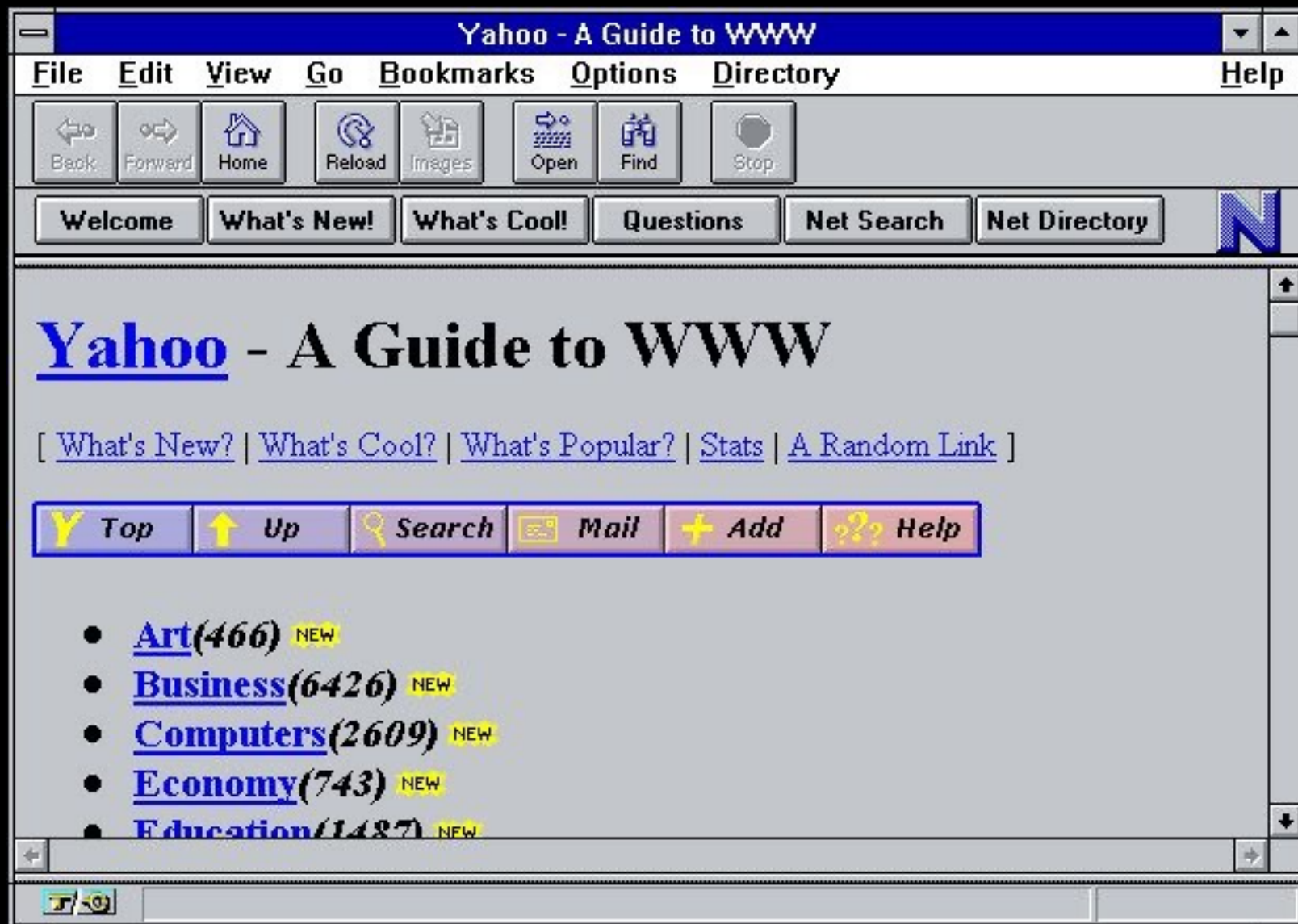
Web 101

Web 101 – Internet



Web 101 – The Web






Web 101 – First Ecommerce Site

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

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

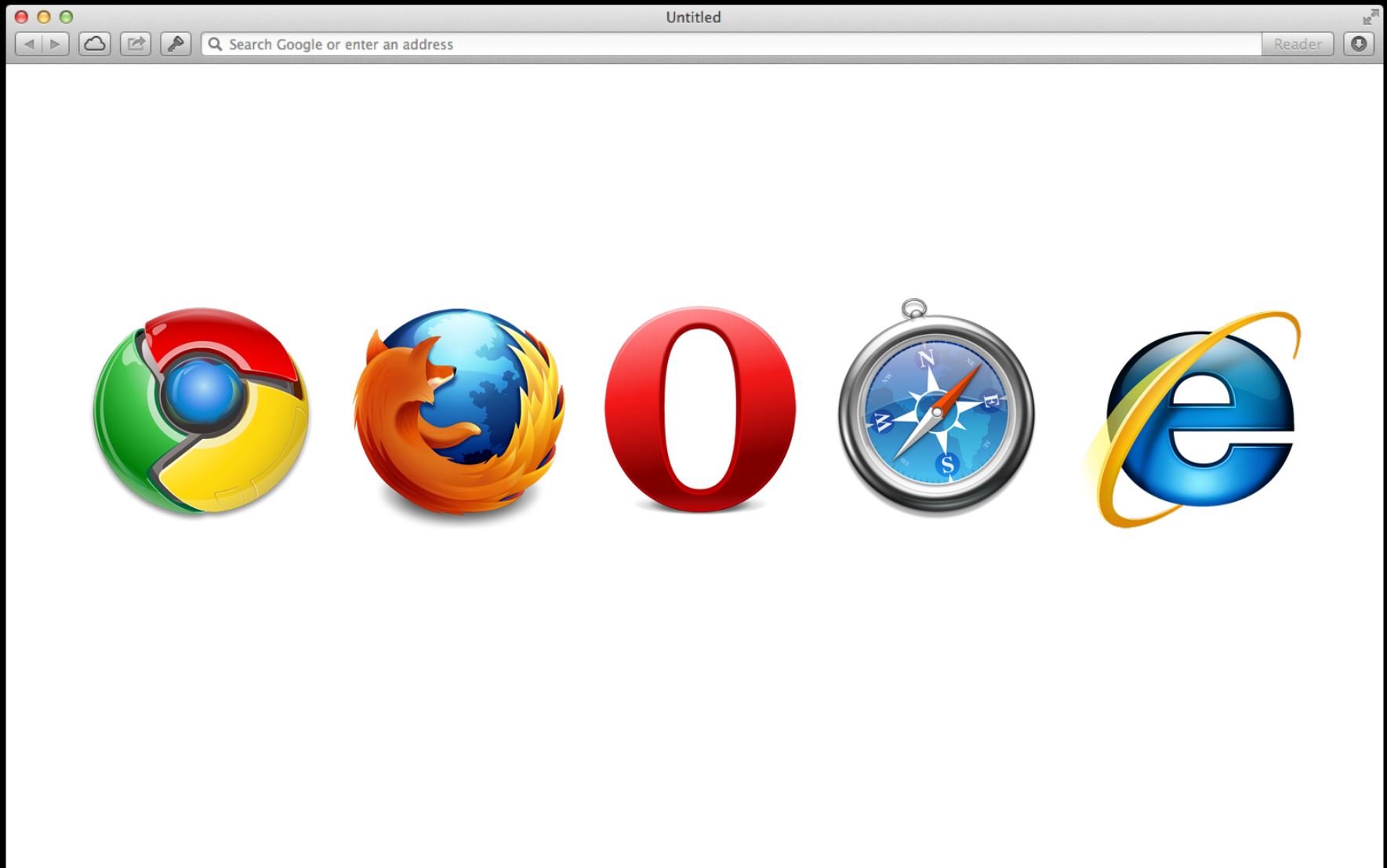
```
h1 { color: #ffffff; }
```

JavaScript

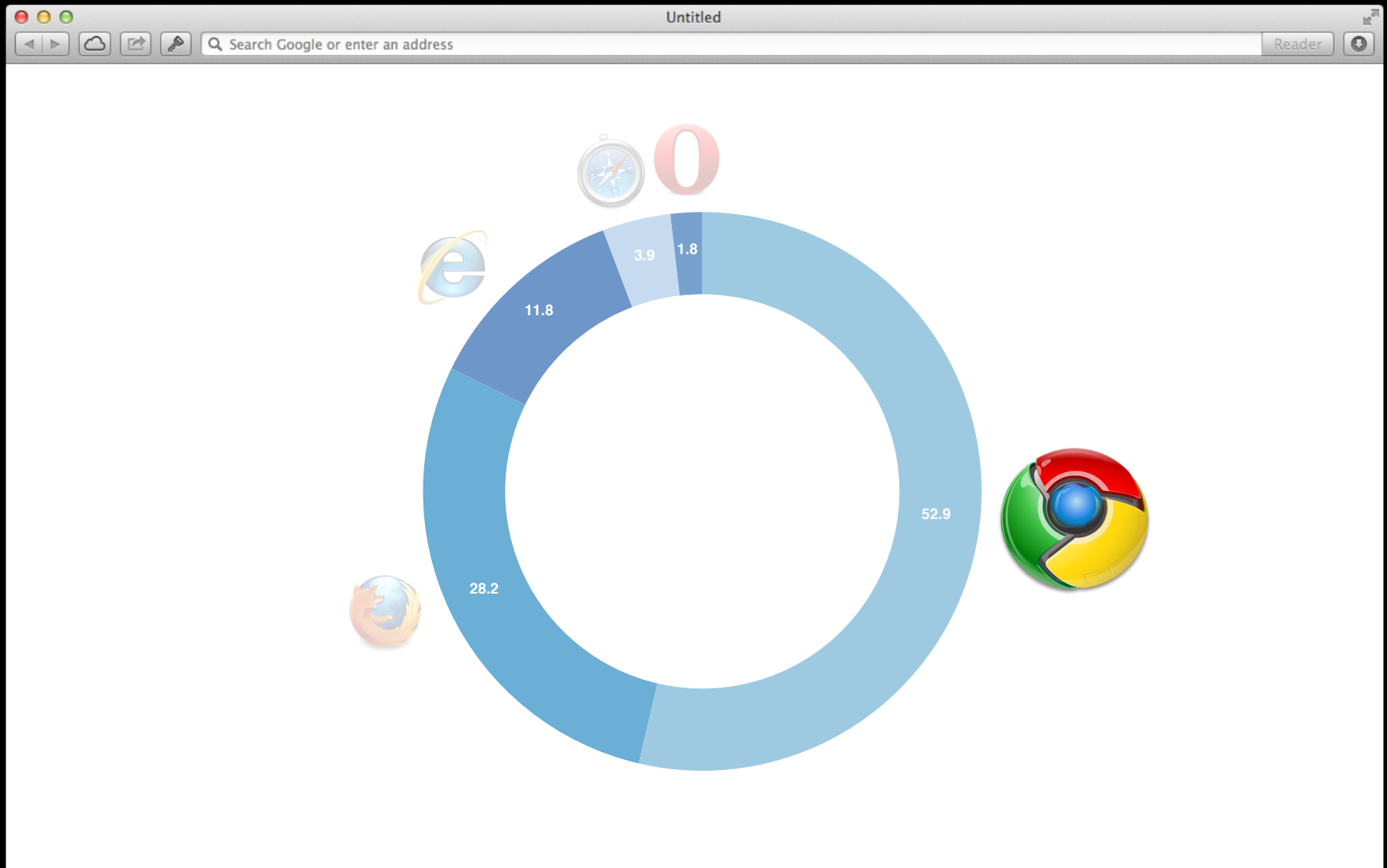
Animation and Interaction

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

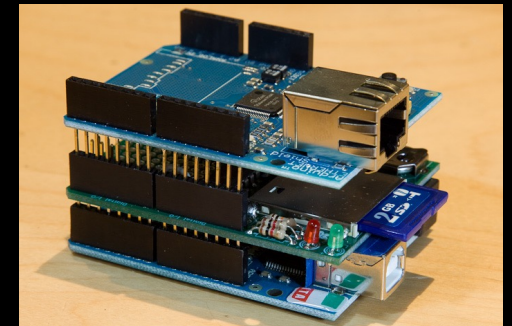
Web 101 – Web Browsers and Code Compatibility



Web 101 – Web Browsers and Code Compatibility



Web 101 – Web Servers

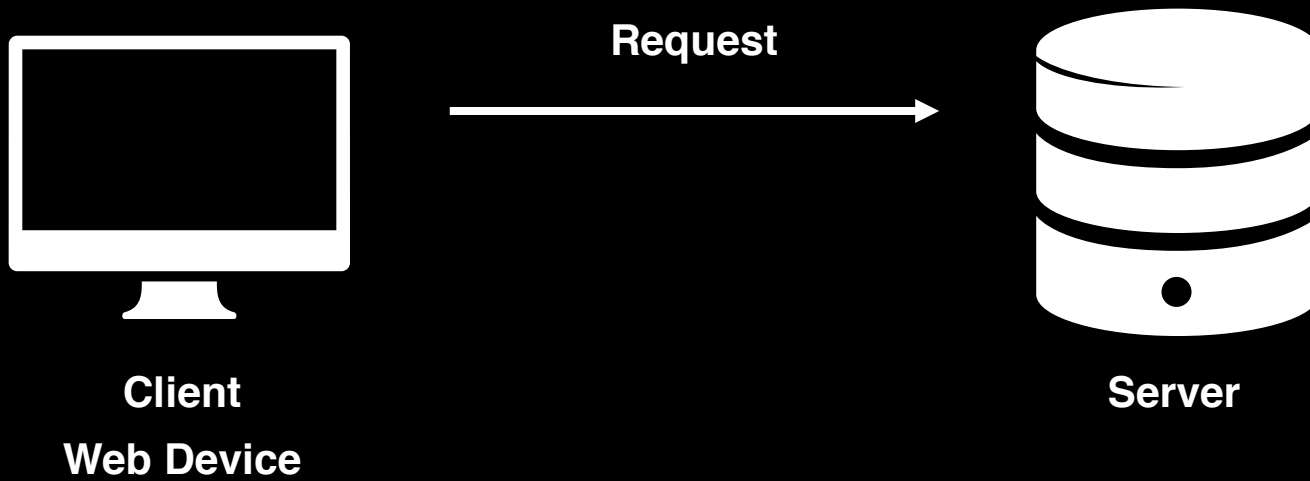


Web 101 – Web Servers

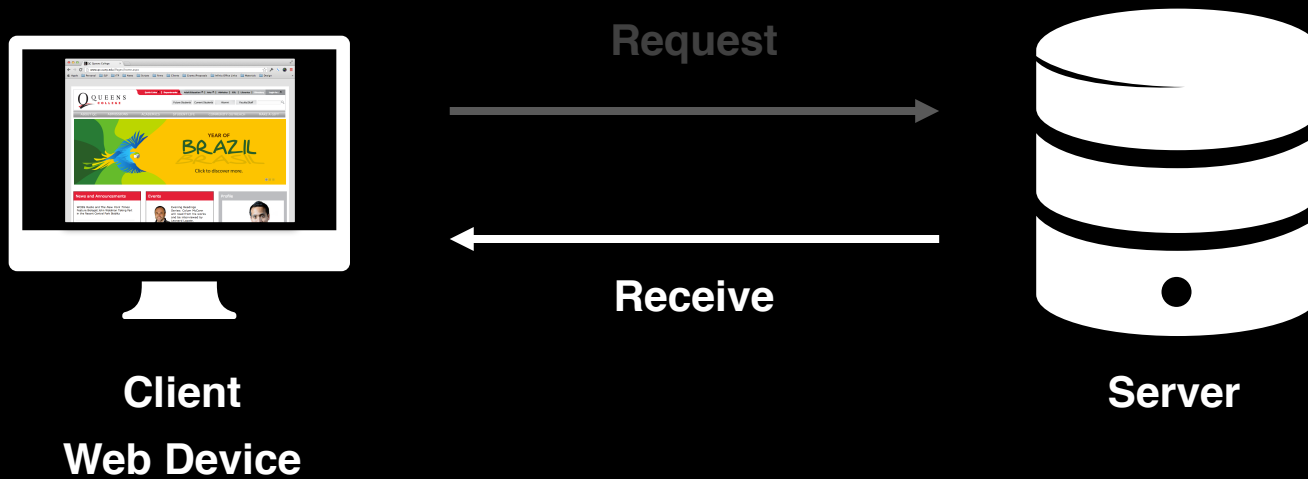




Web 101 – Client to Server Communication



Web 101 – Client to Server Communication



Web 101 – Client to Server Communication



Client
Web Device

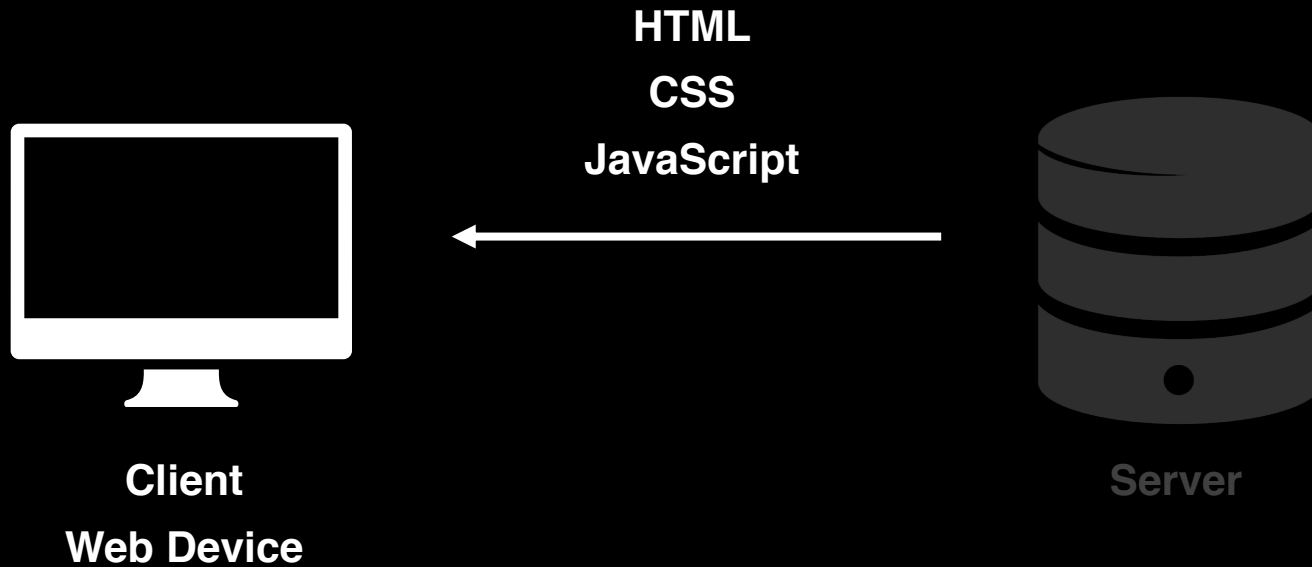
PHP
Python
Ruby
Perl
ASP
NodeJS

SQL
NoSQL
Mongo
XML
JSON



Server

Web 101 – Client to Server Communication



Web 101 – Client to Server Communication

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



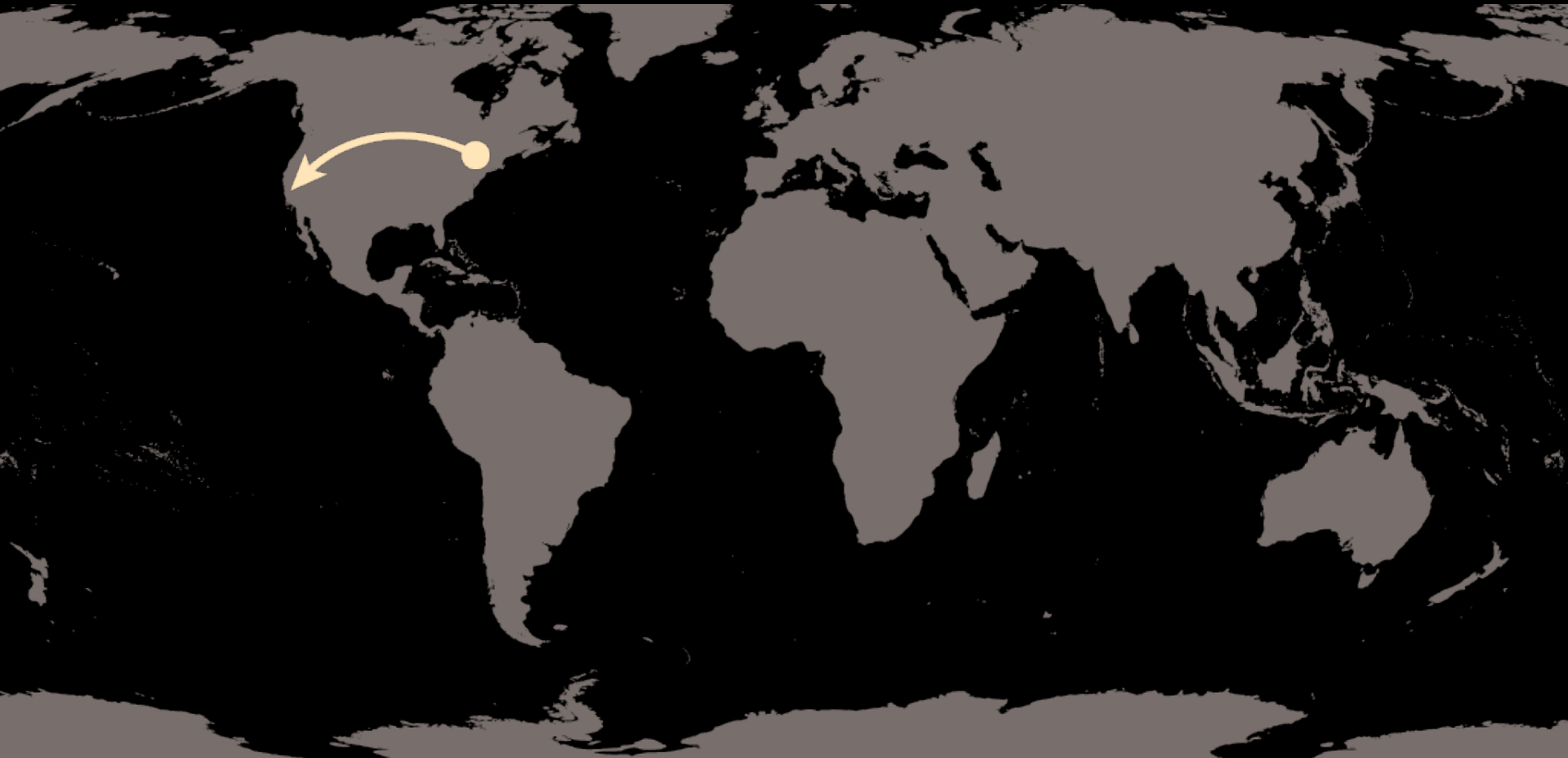
Web 101 – Client to Server Communication

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



Web 101 – Client to Server Communication

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



Web 101 – Web Enabled Devices



Web 101 – Web Enabled Devices



Web 101 – Web Enabled Devices



Web 101 – Internet of Things



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



**Market
Analysis**

Strategist

**Competitive
Visual Audit**

Designer

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

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

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

Market Analysis – User Archetype 1



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 too far away for school

Market Analysis – User Archetype 2



Mary Smith

John Smiths 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



Market Analysis – Competitors



**Market
Analysis**
——
Strategist

**Competitive
Visual Audit**
——
Designer

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

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

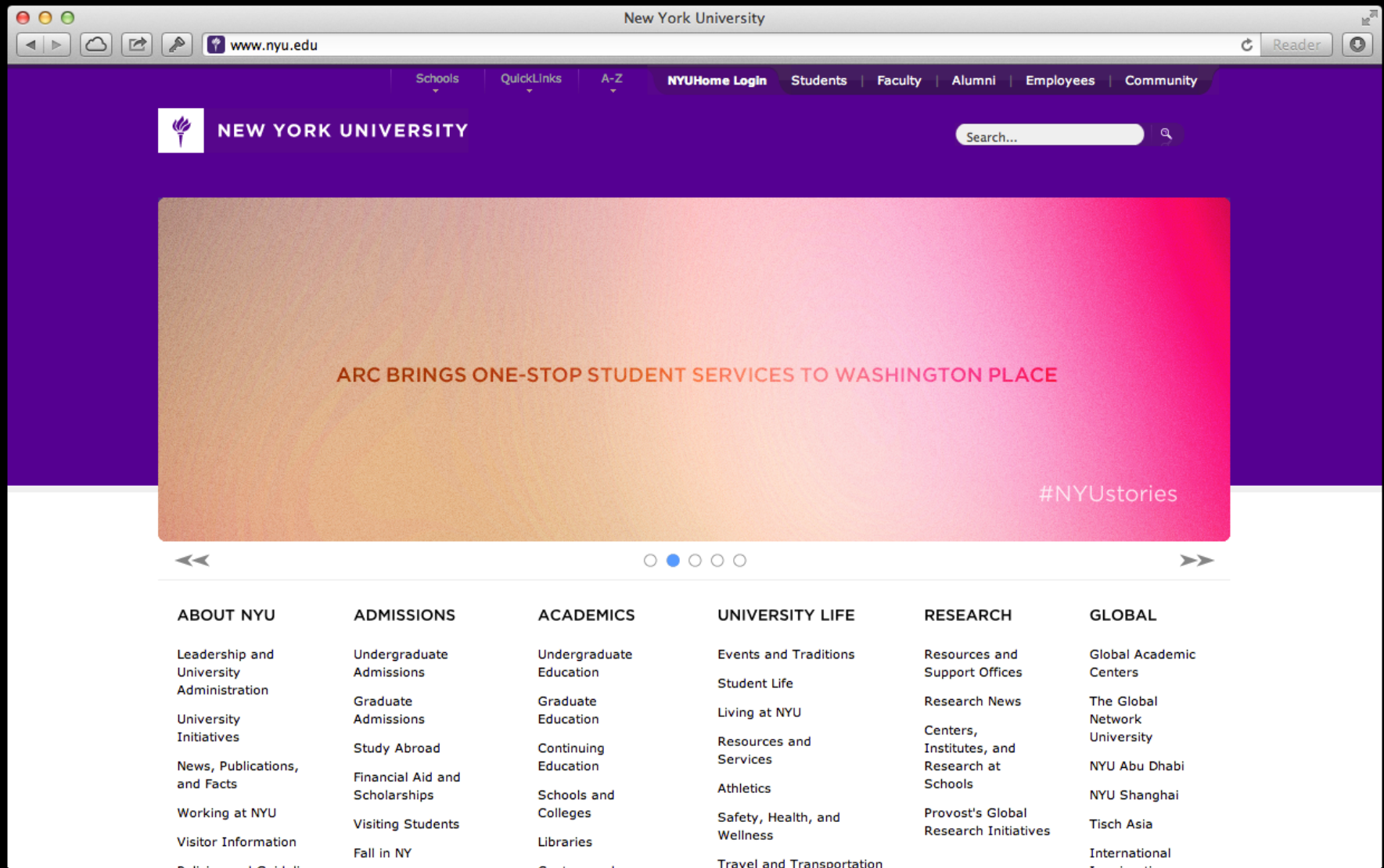
Screen Grab

Full Screen: Command + Shift + 3

Selected Area: Command + Shift + 4

Window: Command + Shift + 4 and then Spacebar

Market Analysis – Competitors




Market Analysis – Competitors


Columbia University in the City of New York

www.columbia.edu

Reader


COLUMBIA UNIVERSITY
IN THE CITY OF NEW YORK

Email ▾ | Quick Links ▾ | Main Menu ▾ | A-Z Index


Search for people, departments & websites 

ABOUT
ADMISSIONS
ACADEMICS
RESEARCH
LIBRARIES
MEDICAL CENTER
GIVING
ARTS
ATHLETICS
COLUMBIA IN NY
GLOBAL COLUMBIA

Resources for
STUDENTS
FACULTY & STAFF
ALUMNI
NEIGHBORS
MANHATTANVILLE



Campus in the City: Morningside Heights
ABOUT COLUMBIA

University News » 


David Madigan Appointed Executive Vice President and Dean of the Faculty of Arts and Sciences


Mailman School Study Estimates There Are 320,000 Undiscovered Viruses in Mammals—Identifying Them Could Help Mitigate Disease Outbreaks

MIT Technology Review Includes Engineering Professor Christine Fleming in its List of 35 Top Young Innovators

Obesity Kills More Americans Than Previously Thought, Mailman School Study Finds

COLUMBIA JOURNALISM REVIEW



Events & Announcements » 

SPOTLIGHT

LeRoy Neiman Gallery Exhibit:
Pannaroma, Through September 26

SEPTEMBER

5

Maison Francaise Centennial and Films on the Green: *Wild Reeds*

8

Women's Soccer vs. Monmouth

Market Analysis – Competitors

PARSONS THE NEW SCHOOL FOR DESIGN

THE NEW SCHOOL CONTACT US APPLY ONLINE

Search

ABOUT PARSONS

ACADEMICS

FACULTY

ADMISSION

STUDENT LIFE

CAREER SERVICES

RESEARCH AND PROJECTS

PROFILES

NEWS

EXHIBITIONS AND EVENTS

ACCEPTED STUDENTS

PROSPECTIVE STUDENTS

CURRENT STUDENTS

FACULTY AND STAFF

PARENTS AND FAMILIES

ALUMNI AND FRIENDS

PARSONS

In an increasingly designed world, art and design reflect and shape all kinds of experiences. Through rigorous practice and critical scholarship, Parsons The New School for Design prepares students to be leaders in their professions and society.

EVENTS

EVAN ROTH: NEW YORK TO PARIS

September 6, 2013

On the occasion of the opening of its new academic center in the 1st Arrondissement, Parsons Paris presents an exhibition of ...

NEWS

PARSONS GEEKS OUT WITH GOOGLE

August 1, 2013

On an unusually pleasant late-summer day, hundreds of schoolchildren, techies, and curious passers-by crowded into a small ...


REQUEST INFORMATION

GRADUATE / UNDERGRADUATE / PARIS

VISIT US ›

HOW TO APPLY ›

FEATURES



PARSONS THE NEW SCHOOL FOR DESIGN
PARSONS PARIS

PARSONS PARIS / Undergraduate programs launching in fall 2013

THESIS STATEMENT

July 25, 2013

A lot of fascinating ideas start in the classroom here at Parsons. Many of them find life outside of it — whether ...

FASHION CAMPUS NYC 2013

July 24, 2013

On Monday, July 22, hundreds of young people crowded into the Theresa Lang Student and Community Center at The New School. ...

NEW YORK COMICS & PICTURE-STORY SYMPOSIUM: JOSH BAYER AND ANNE EMOND

September 9, 2013





The fifty-ninth meeting of the NY Comics & Picture-story Symposium will feature Josh Bayer and Anne Emond. NY Comics & ...

INSIDE (HI) STORIES: ALLAN WEXLER ON THE ART OF BUILDING IN TEN BOOKS

September 12, 2013

As metaphors for human ...

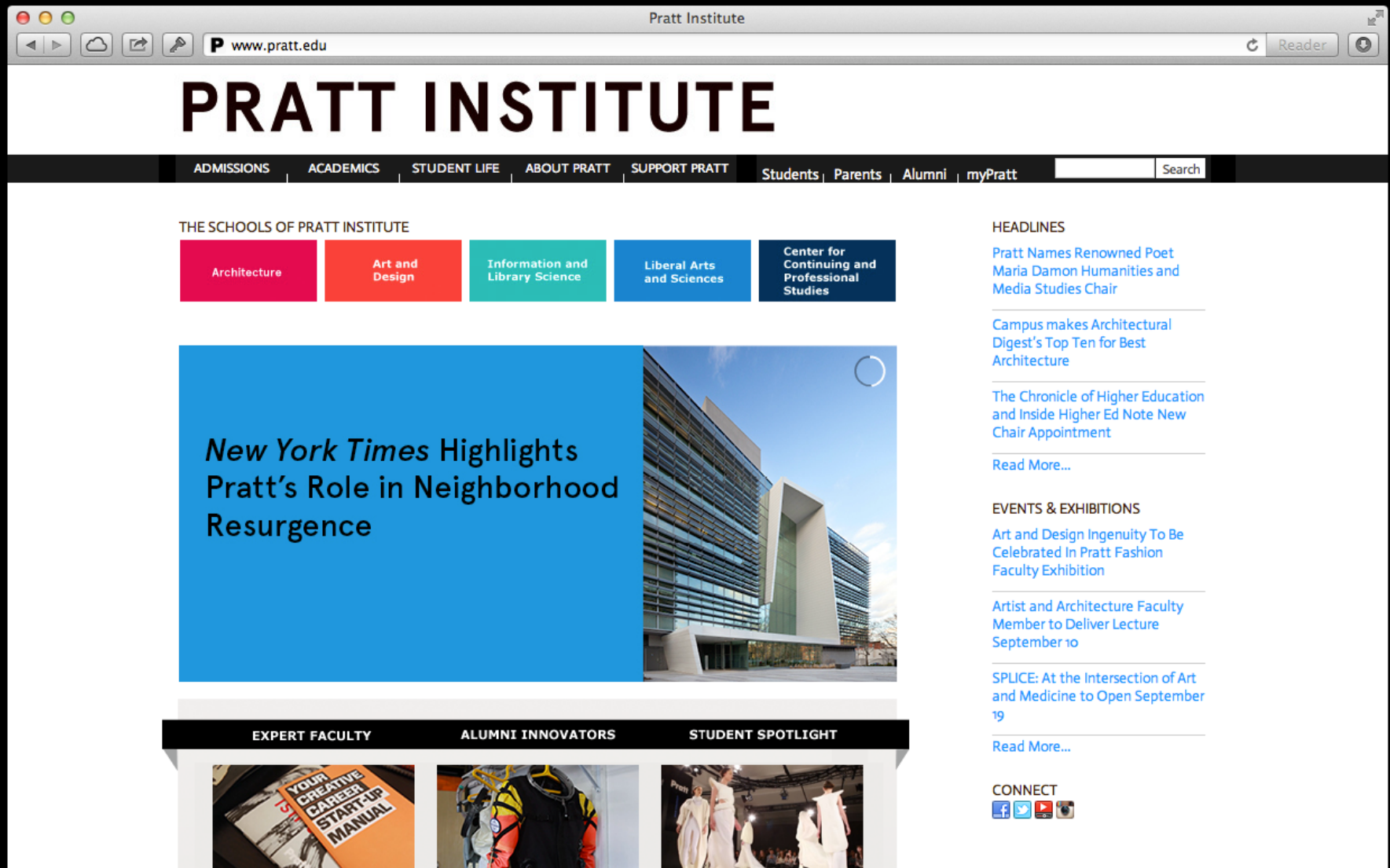
THE WEEK OF LIVING

CONNECT    

Market Analysis – Competitors



Market Analysis – Competitors



Market Analysis – Competitors

QC Queens College

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

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

QUEENS COLLEGE

Future Students | Current Students | Alumni | Faculty/Staff

ABOUT QC | ADMISSIONS | ACADEMICS | STUDENT LIFE | COMMUNITY OUTREACH | MAKE A GIFT

Why QC?

The reasons students choose Queens College are as diverse and varied as they are.
Click here to find out why they chose QC.

News and Announcements


Queens Tribune Profiles Choral Society Conductor James John

We Rank #2 Nationwide as a "Best Bang for Your Buck"

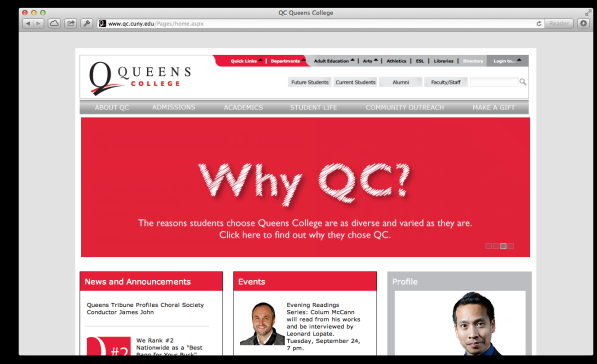
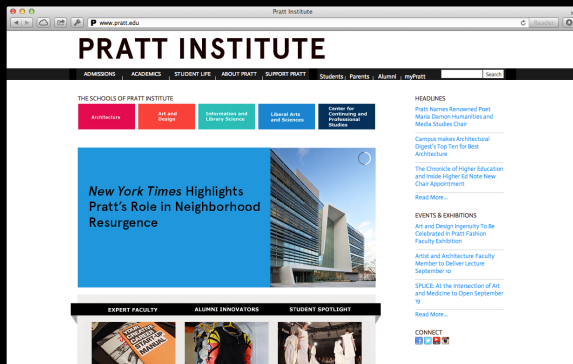
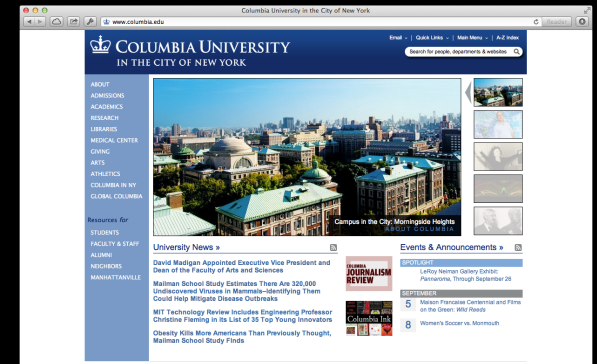
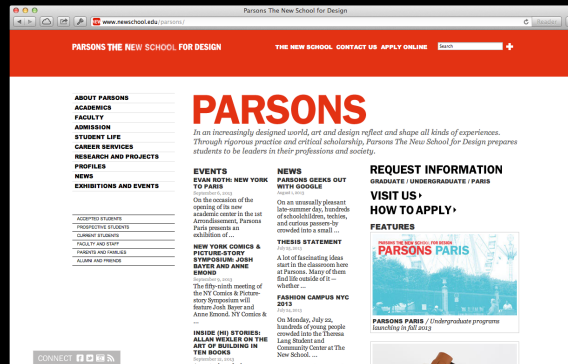
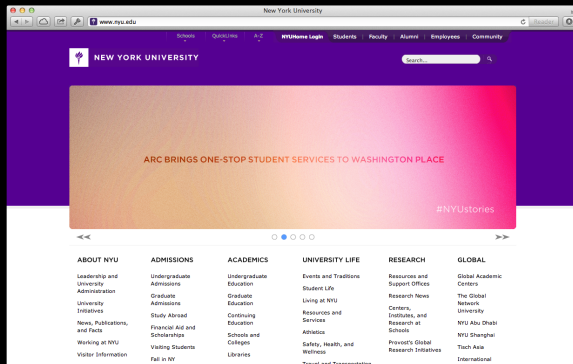
Events

Evening Readings Series: Colum McCann will read from his works and be interviewed by Leonard Lopate. Tuesday, September 24, 7 pm.

Profile



Market Analysis – Competitors



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


Competitive Visual Audit – Grid Tools

Go Full Page Chrome Plugin

The screenshot shows a Chrome browser window with the GoFullPage - Full Page Screen Capture extension page in the Chrome Web Store. The browser's address bar shows the URL: chrome.google.com/webstore/detail/gofullpage-full-page-scre/fdpohaocaechifimbbbbbknolclacl. The page header includes the Chrome Web Store logo and the user's email, danne.woo@gmail.com. The main content area features the extension's icon, name, and a 'Remove from Chrome' button. Below this, it states 'Offered by: gofullpage.com' and shows a rating of 5 stars with 55,728 reviews, along with a 'Developer Tools' link and '5,000,000+ users'. A navigation bar at the bottom of the main content area includes links for 'Overview', 'Privacy practices', 'Reviews', 'Support', and 'Related'. The main visual is a large banner with a teal background and the text '...into a single image.' in white. The banner also shows a preview of the extension's interface, which includes a 'Full Page Screen Capture' button and a 'Screen Capture Result' window. Navigation arrows are visible on the left and right sides of the banner.

chrome web store danne.woo@gmail.com

Home > Extensions > GoFullPage - Full Page Screen Capture

 **GoFullPage - Full Page Screen Capture** [Remove from Chrome](#)

Offered by: gofullpage.com

★★★★★ 55,728 | [Developer Tools](#) | 5,000,000+ users

[Overview](#) [Privacy practices](#) [Reviews](#) [Support](#) [Related](#)

...into a single image.

Full Page Screen Capture

Competitive Visual Audit – Grid Tools

Go Full Page Chrome Plugin



The screenshot shows a web browser window with the address bar displaying `qc.cuny.edu/Pages/home.aspx`. The browser's toolbar includes various icons, with the 'Full Page Screenshot' icon (a camera with a red circle) highlighted by a red circle. Below the browser window, the Queens College website is visible. The website features a red header with the college's logo and navigation links. A red banner below the header contains the text **** Vaccine mandate for sti**. The main content area includes a large image of the college campus with the text **THE QView #107** and a list of news items: **FEMA Opens Office on Campus**, **QC Marks 9/11 Anniversary**, and **Knights Return to Action**. Below this, there are three columns of news: **News** (Queens College Defines its Mission in Newly Released Strategic Plan; Read President Frank H. Wu's Letter), **Announcements** (Message from the Chancellor: Testing results and important policy update), and **Building Futures** (Return to Campus: W...). The browser's address bar and toolbar are visible at the top, and the website's navigation menu is at the bottom.

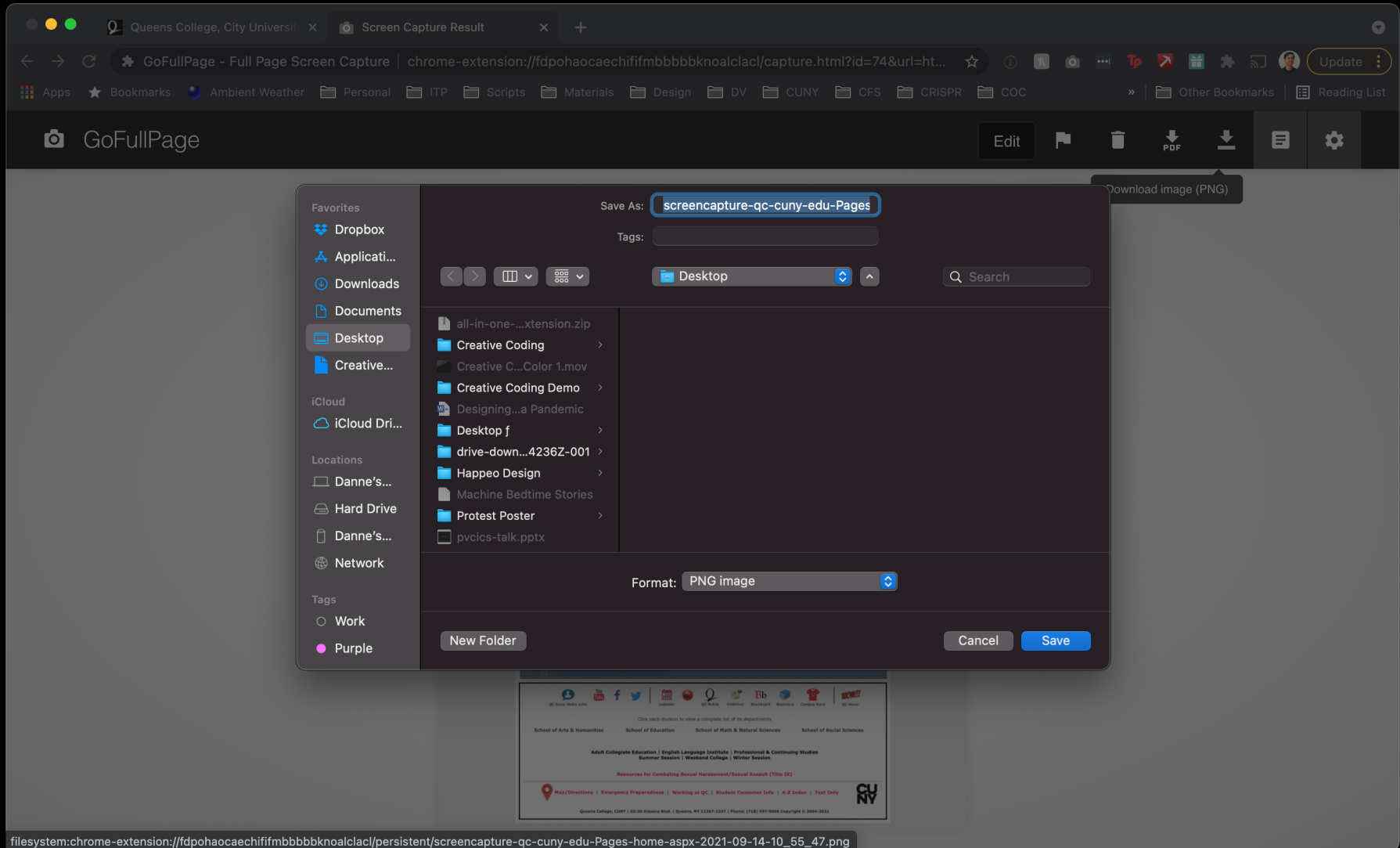
Competitive Visual Audit – Grid Tools

Go Full Page Chrome Plugin

The screenshot displays a Chrome browser window with the GoFullPage plugin installed. The browser's address bar shows the URL: `chrome-extension://fdpohaocaechifimbbbbbknoclclac/capture.html?id=74&url=ht...`. The GoFullPage toolbar is visible at the top of the page, featuring buttons for 'Edit', 'Print', 'Download PDF', 'Download Image', 'Reading List', and 'Settings'. The main content area shows the Queens College website, which is overlaid with a grid tool. The grid tool is a white rectangular frame with a red border, containing a grid of 16 squares. The grid is used to analyze the layout of the website, with the top row containing the header and navigation menu, and the bottom row containing the footer. The grid tool is currently positioned over the main content area of the website, which includes a large banner for the 'Queens College Releases 2021-2026 Strategic Plan' and several news and announcements sections. The grid tool is used to identify the layout structure of the website, such as the placement of the header, navigation menu, main content area, and footer.

Competitive Visual Audit – Grid Tools

Go Full Page Chrome Plugin



Competitive Visual Audit – Grid Tools



Quick Links

Departments

Adult Education

Arts

Athletics

ESL

Libraries

Directory

Login

Future Students

Current Students

Alumni

Faculty/Staff

ABOUT QC

ADMISSIONS

ACADEMICS

STUDENT LIFE

COMMUNITY OUTREACH

MAKE A GIFT

Why QC?

The reasons students choose Queens College are as diverse and varied as they are.
Click here to find out why they chose QC.

News and Announcements

WCBS Radio Features Biologist John Waldman Taking Part in the Recent Central Park Bio-Blitz



We Rank #2 Nationwide as a "Best Bang for Your Buck" College!

Hermann W. Haller is the First in 400 Years to Edit Florio's "A Worlde of Words"

[Click here for more news.](#)

Events


Exhibit: Swingin' with the All Stars: Louis Armstrong & Baseball. At the Armstrong House Museum through August 31.

Evening Readings Series: Colum McCann will read from his works and be interviewed by Leonard Lopate. Tuesday, September 24, 7 pm.

Concert: Audra McDonald. Saturday, October 5, 8 pm.


[Click here for additional calendar listings.](#)


Profile





Meet Elementary and Early Childhood Education Professor Pablo Tinio: Helping Students Connect With Art


[more](#)






























Arts & Humanities

American Studies
Art
Classical, Middle Eastern & Asian
Languages & Cultures
Comparative Literature
Drama, Theatre & Dance
East Asian Studies
English
European Languages & Literatures
Film Studies
Hispanic Languages & Literatures
Honors in the Humanities
Library
Linguistics & Communication
Disorders
Media Studies
Music (Aaron Copland School of Music)

Education

Educational & Community Programs
Elementary & Early Childhood
Education
Secondary Education & Youth Services
Innovative, International & Professional Studies
Adult Collegiate Education
English Language Institute
Professional & Continuing Studies
Summer Session
Weekend College
Winter Session

Math & Natural Sciences

Biology
Chemistry & Biochemistry
Computer Science
Earth & Environmental Sciences
Family, Nutrition & Exercise Sciences
Honors in Mathematical & Natural Sciences
Mathematics
Neuroscience
Physics
Psychology

Social Sciences

Accounting & Information Studies
African Studies
Anthropology
Business Administration
Business & Liberal Arts (BALA)
Byzantine & Modern Greek Studies
Economics
History
Honors in the Social Sciences
Interdisciplinary Studies
Irish Studies
Jewish Studies
Journalism
Labor Studies
Latin American & Latino Studies
Library & Information Studies

Philosophy


Political Science
Religious Studies
Risk Management
Sociology
Urban Studies
Women's Studies



Index
Text Only
Make This Website Talk
Site Map

Suggestions
Disclaimer

Emergency Preparedness



The City University of New York

Queens College, CUNY | 65-30 Kissena Blvd. | Queens, NY 11367-1997 | Phone: (718) 997-5000 Copyright © 2004-2013

Competitive Visual Audit – Grid

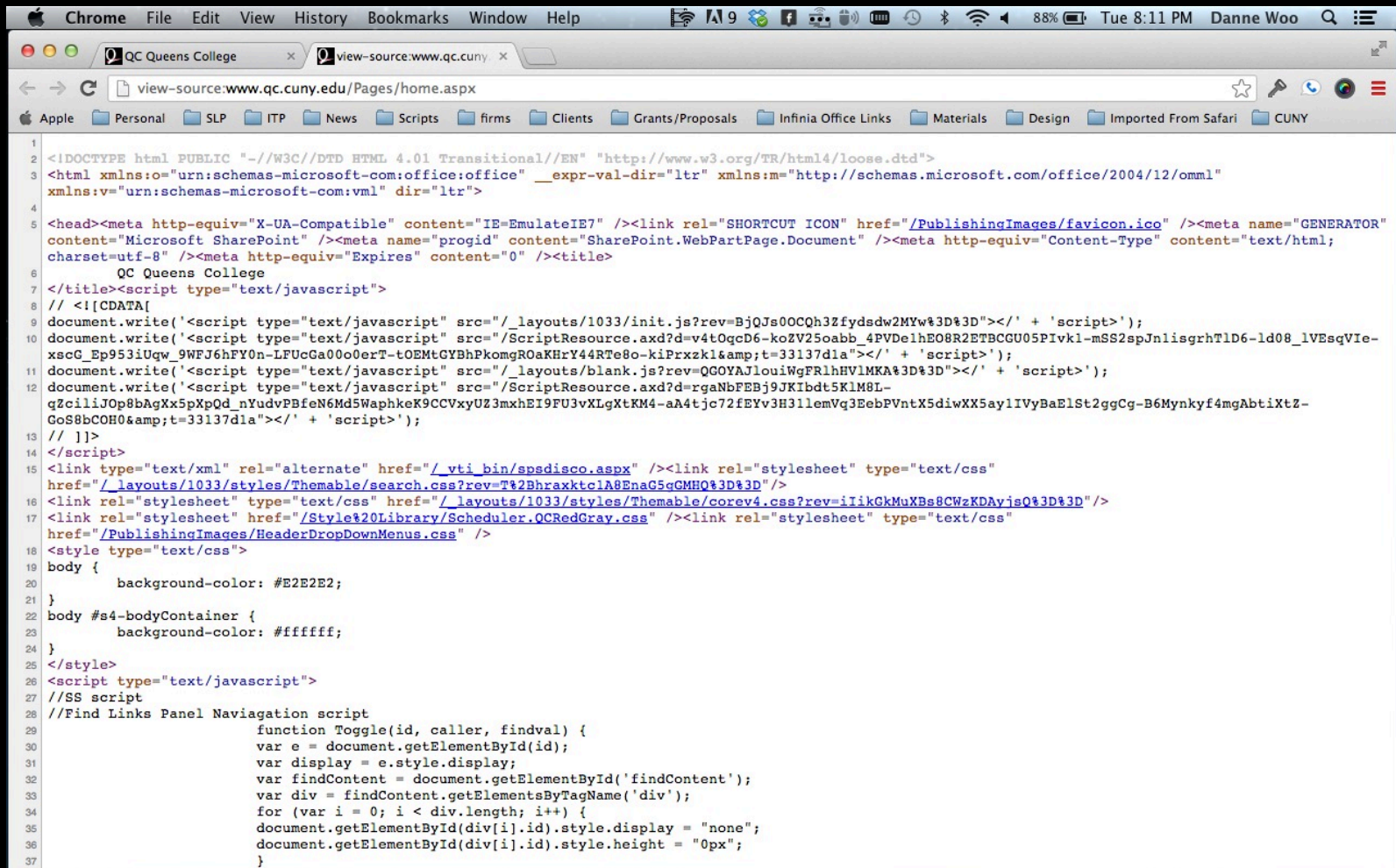
		Quick Links Departments Adult Education Arts Athletics ESL Libraries Directory Login	
Future Students Current Students Alumni Faculty/Staff		<input type="text"/>	
ABOUT QC ADMISSIONS ACADEMICS STUDENT LIFE COMMUNITY OUTREACH MAKE A GIFT			
<h1>Why QC?</h1> <p>The reasons students choose Queens College are as diverse and varied as they are. Click here to find out why they chose QC.</p>			
<h3>News and Announcements</h3> <p>WCBS Radio Features Biologist John Waldman Taking Part in the Recent Central Park Bio-Blitz</p> <p>#2 We Rank #2 Nationwide as a "Best Bang for Your Buck" College!</p> <p>Hermann W. Haller is the First in 400 Years to Edit Florio's "A Worlde of Words"</p> <p>Click here for more news.</p>		<h3>Events</h3> <p>Exhibit: Swingin' with the All Stars: Louis Armstrong & Baseball. At the Armstrong House Museum through August 31.</p> <p>Evening Readings Series: Colum McCann will read from his works and be interviewed by Leonard Lopate. Tuesday, September 24, 7 pm.</p> <p>Concert: Audra McDonald. Saturday, October 5, 8 pm.</p> <p>Click here for additional calendar listings.</p>	
		<h3>Profile</h3>  <p>Meet Elementary and Early Childhood Education Professor Pablo Tinio: Helping Students Connect With Art</p> <p>more</p>	
			
<h4>Arts & Humanities</h4> <p>American Studies Art Classical, Middle Eastern & Asian Languages & Cultures Comparative Literature Drama, Theatre & Dance East Asian Studies English European Languages & Literatures Film Studies Hispanic Languages & Literatures Honors in the Humanities Library Linguistics & Communication Disorders Media Studies Music (Aaron Copland School of Music)</p>		<h4>Education</h4> <p>Educational & Community Programs Elementary & Early Childhood Education Secondary Education & Youth Services</p> <h4>Innovative, International & Professional Studies</h4> <p>Adult Collegiate Education English Language Institute Professional & Continuing Studies Summer Session Weekend College Winter Session</p>	
		<h4>Math & Natural Sciences</h4> <p>Biology Chemistry & Biochemistry Computer Science Earth & Environmental Sciences Family, Nutrition & Exercise Sciences Honors in Mathematical & Natural Sciences Mathematics Neuroscience Physics Psychology</p>	
		<h4>Social Sciences</h4> <p>Accounting & Information Studies Africana Studies Anthropology Business Administration Business & Liberal Arts (BALA) Byzantine & Modern Greek Studies Economics History Honors in the Social Sciences Interdisciplinary Studies Irish Studies Jewish Studies Journalism Labor Studies Latin American & Latino Studies Library & Information Studies</p>	
		 <p>Philosophy Political Science Religious Studies Risk Management Sociology Urban Studies Women's Studies</p>	
 <p>Map</p>		<p>Index Text Only Make This Website Talk Site Map</p>	
		<p>Suggestions Disclaimer</p>	
		<p>Emergency Preparedness</p>	
<p>Queens College, CUNY 65-30 Kissena Blvd. Queens, NY 11367-1997 Phone: (718) 997-5000</p>		<p>Copyright © 2004-2013</p>	
		 <p>The City University of New York</p>	

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

Competitive Visual Audit – Asset and Code Tools



Competitive Visual Audit – Asset and Code Tools

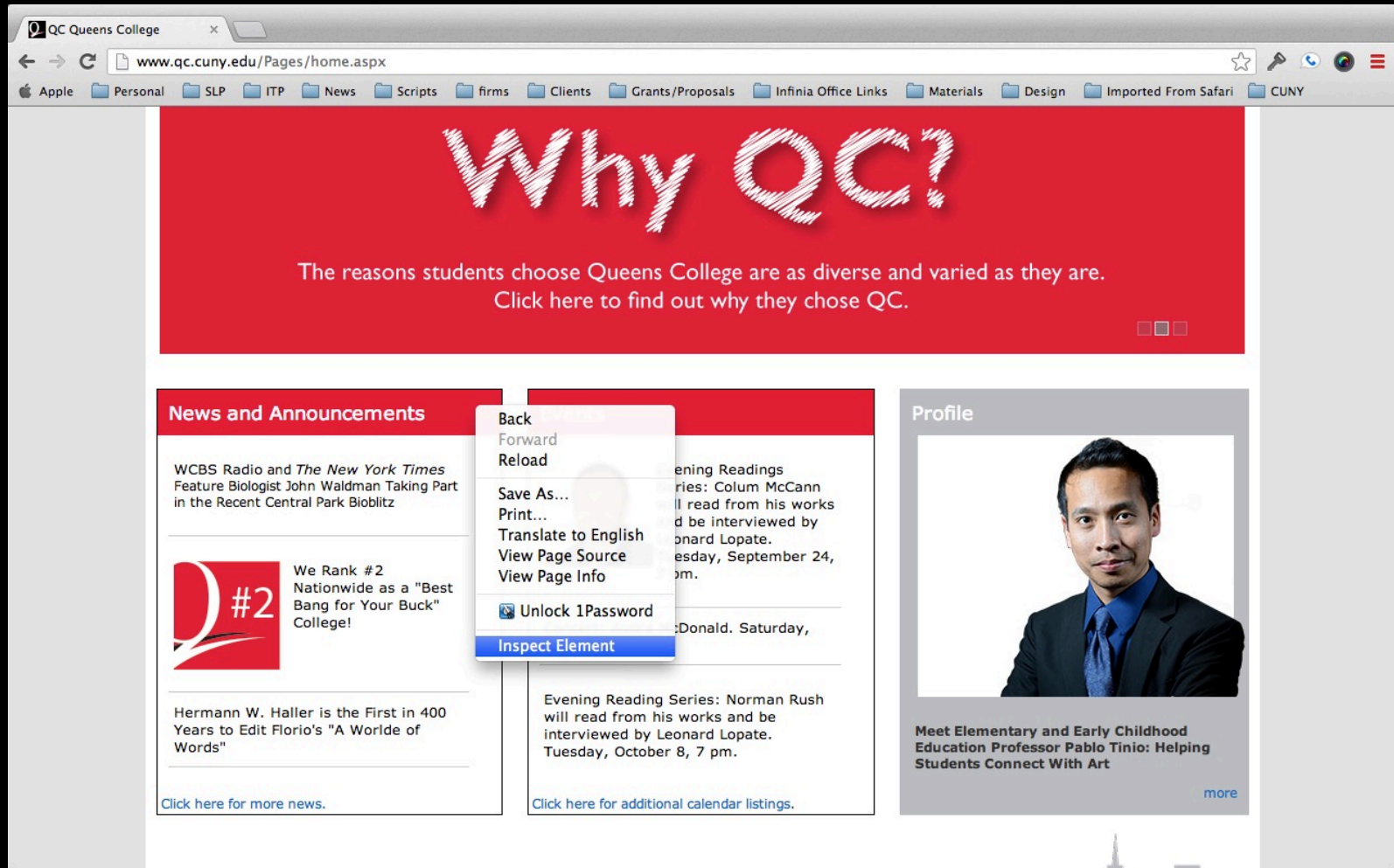


```
1 <!DOCTYPE html PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN" "http://www.w3.org/TR/html4/loose.dtd">
2 <html xmlns:o="urn:schemas-microsoft-com:office:office" __expr-val-dir="ltr" xmlns:m="http://schemas.microsoft.com/office/2004/12/omml"
3 xmlns:v="urn:schemas-microsoft-com:vml" dir="ltr">
4
5 <head><meta http-equiv="X-UA-Compatible" content="IE=EmulateIE7" /><link rel="SHORTCUT ICON" href="/PublishingImages/favicon.ico" /><meta name="GENERATOR"
6 content="Microsoft SharePoint" /><meta name="progid" content="SharePoint.WebPartPage.Document" /><meta http-equiv="Content-Type" content="text/html;
7 charset=utf-8" /><meta http-equiv="Expires" content="0" /><title>
8 QC Queens College
9 </title><script type="text/javascript">
10 // 
11 document.write('&lt;script type="text/javascript" src="/_layouts/1033/init.js?rev=BjQJs00CQh3Zfydsdw2MYw%3D%3D"&gt;&lt;/' + 'script&gt;');
12 document.write('&lt;script type="text/javascript" src="/ScriptResource.axd?d=v4tOqcD6-koZV25oabb_4PVDelhE08R2ETBCGU05PIvk1-mSS2spJnIisgrhT1D6-ld08_lVEsqVie-
13 xscG_Ep953iUqw_9WFJ6bFY0n-LFUcGa00o0erT-toEMtGYBhPkongROaKHrY44RTe8o-kiPrxzk1&amp;amp;t=33137d1a"&gt;&lt;/' + 'script&gt;');
14 document.write('&lt;script type="text/javascript" src="/_layouts/blank.js?rev=QGOYAJlouiWgFRlhHVlMKA%3D%3D"&gt;&lt;/' + 'script&gt;');
15 document.write('&lt;script type="text/javascript" src="/ScriptResource.axd?d=rgaNbFEBj9JKIbdt5K1M8L-
16 qZciliJOp8bAgXx5pXpQd_nYudvPBfeN6Md5WaphkeK9CCVxyUZ3mxhEI9FU3vXLgXtKM4-aa4tjc72fEYv3H3llemVq3EebPVntUX5diwXX5ay1IVyBaElSt2ggCg-B6Mynkyf4mgAbtiXtZ-
17 GoS8bCOH0&amp;amp;t=33137d1a"&gt;&lt;/' + 'script&gt;');
18 // ]&gt;
19 &lt;/script&gt;
20 &lt;link type="text/xml" rel="alternate" href="/vti_bin/spsdisco.aspx" /&gt;&lt;link rel="stylesheet" type="text/css"
21 href="/_layouts/1033/styles/Themable/search.css?rev=T%2BhraxktclA8EnaG5cGMHQ%3D%3D"/&gt;
22 &lt;link rel="stylesheet" type="text/css" href="/_layouts/1033/styles/Themable/corev4.css?rev=iIkGkMuXBs8CWzKDAyjsQ%3D%3D"/&gt;
23 &lt;link rel="stylesheet" href="/Style%20Library/Scheduler.QCRedGray.css" /&gt;&lt;link rel="stylesheet" type="text/css"
24 href="/PublishingImages/HeaderDropDownMenus.css" /&gt;
25 &lt;style type="text/css"&gt;
26 body {
27     background-color: #E2E2E2;
28 }
29 body #s4-bodyContainer {
30     background-color: #ffffff;
31 }
32 &lt;/style&gt;
33 &lt;script type="text/javascript"&gt;
34 //SS script
35 //Find Links Panel Navigation script
36 function Toggle(id, caller, findval) {
37     var e = document.getElementById(id);
38     var display = e.style.display;
39     var findContent = document.getElementById('findContent');
40     var div = findContent.getElementsByTagName('div');
41     for (var i = 0; i &lt; div.length; i++) {
42         document.getElementById(div[i].id).style.display = "none";
43         document.getElementById(div[i].id).style.height = "0px";
44     }
45 }</pre></div>
```

Competitive Visual Audit – Asset and Code Tools



Competitive Visual Audit – Asset and Code Tools



Competitive Visual Audit – Asset and Code Tools

The screenshot shows a web browser window with the address bar displaying `www.qc.cuny.edu/Pages/home.aspx`. The browser's menu bar includes Apple, Personal, SLP, ITP, News, Scripts, firms, Clients, Grants/Proposals, Infinia Office Links, Materials, Design, Imported From Safari, and CUNY. The main content area features a large red banner with the text "Why QC?" in a white, hand-drawn font. Below the banner, there are three columns: "News and Announcements" with a link to a WCBS Radio article, "Events" with a photo of a man and text about evening readings, and "Profile" with a photo of a man. A developer tools overlay is visible at the bottom, showing the "Elements" panel with a table structure, the "Computed Style" panel with CSS rules, and the "Matched CSS Rules" panel.

QC Queens College

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

Apple Personal SLP ITP News Scripts firms Clients Grants/Proposals Infinia Office Links Materials Design Imported From Safari CUNY

Why QC?

The reasons students choose Queens College are as diverse and varied as they are.
Click here to find out why they chose QC.

News and Announcements

WCBS Radio and *The New York Times* Feature Biologist John Waldman Taking Part in the Recent Central Park Bioblitz

Events

Evening Readings Series: Colum McCann will read from his works and be interviewed by Leonard Lopate

Profile

home.aspx:593

```
</div>
</td>
</tr>
</table>
<span class="QC_HeaderSpacing"><br />
</span>
-->

<table style="width: 100%" cellspacing="0" cellpadding="0">
  <tbody>
    <tr></tr>
    <tr>
      <td style="width:317px;border:1px solid black;" valign="top">
        <table cellspacing="0" cellpadding="0" style="width:317px">
          <tbody>
            <tr>
              <td style="background-color: #e9193a;padding:10px;color:white;font-size:12px;">
```

Computed Style

element.style {

- background-color: #e9193a;
- padding: 10px;
- color: white;
- font-size: 18px;

Matched CSS Rules

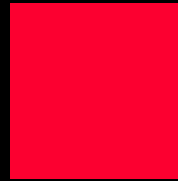
td, span {

- font-size: 12px;
- font-family: Verdana;

td, th {

- display: table-cell;
- vertical-align: inherit;

Competitive Visual Audit – Color Palette



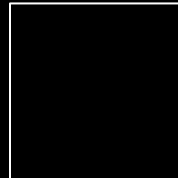
Red

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 Module



Static Images

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