

Project 1 | Competitive Analysis

CVPA vs. Sam Fox School

Pros

Design

1. Bright, cheery look
2. Incorporates primary school's colors

Layout

1. Uses a grid

Navigation

1. Logo link present for quick university home page navigation
2. Search function present

Cons

Design

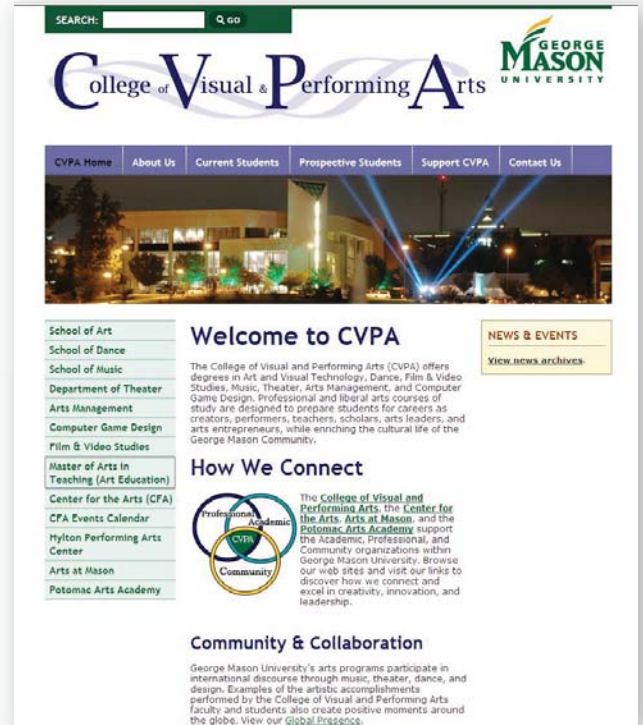
1. Non-attractive school logo which is inconsistent with the primary school's brand and colors
2. Overall design looks dated
3. Unattractive graphics on main page
4. Inconsistent and non-branded design and color schemes on sub-sites

Layout

1. Multiple unfinished pages ("Coming Soon")
2. Redundant info across school and program sub-sites

Navigation

1. Illogical grouping of unrelated links make it hard to locate desired information quickly
2. Search function present



cvpa.gmu.edu

makyarenée

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Pros

Design

1. Clean, bright, cheery Look
2. Modern font choices
3. Clear branding (colors, fonts)
4. Harmonious color scheme
5. Color-coded navigation
6. Incorporation of primary school's colors
7. Navigation-driven design

Layout

1. Clear and consistent use of a grid
2. Uncluttered
3. Logical organization of information
4. Good, relevant content

Navigation

1. Logo link present for quick university home page navigation
2. Search function present
3. Ease in back-navigating to parent sections
4. Color and scale help to organize links.
5. No redundant links or sections
6. Good use of drop down menus

Cons

Design

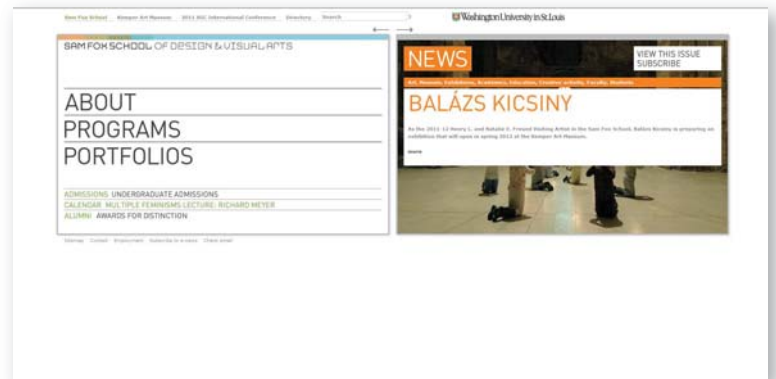
1. No imagery/photography in main content area
2. Some links to external sites (i.e., mailing list) are partially branded with the potential to be fully branded

Layout

1. Right "News" area is awkward and does not function logically on different browser sizes

Navigation

1. Some search functions could be queried more logically
2. No social media information on the main page(s); only present on the museum sub-site



samfoxschool.wustl.edu

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