

Graphics Task4 1 Teacher's Notes

Aim: To aid students to learn about suitability for purpose and for the audience of different navigation buttons.

Materials: Students will require:

- **GraphicsTask 4_1 Student Instructions.doc**

Method: Students have been sent three different suggested navigation buttons for a website they are designing which is aimed at teenage girls. The graphics and text used on the website must appeal to teenage girls and make the buttons easy to read and use.

Below are the three buttons students were sent. First, they must decide whether they feel the button is suitable for purpose and for the intended audience. If students feel that there are any problems with the button, they should note this down in the space next to the button and give suggested improvements which would make the button fit for purpose. Students should remember to think about colour schemes, fonts, graphics and the combination of text and graphics. Suggested answers are next to the buttons in red below.

Button 1- contact us



This button isn't really suitable for purpose or the audience. The contrast between the text and the background isn't strong enough, making the text difficult to read. The colour of the text should be made darker so that it stands out against the background. Although the text is large enough to read, the font is quite formal may benefit from being changed to something more appealing to teenage girls.

Button 2- home



This button is also unsuitable for purpose and for the audience. The colour scheme is unattractive and the murky green/ yellow background should be changed to something brighter and more appealing, like a bright yellow. Although the button uses a good combination of text and graphics, both the text and graphic are too small to make it fit for purpose. The small text and graphics are difficult to read and should be enlarged. The font is suitable; the use of lower case in "home" makes it seem less serious and appeal to a younger audience.

Button 3- Write to us

The colour combination is ok and probably suitable for an audience of teen girls. Good clear text and graphics have been used and the text is readable. However the graphic is confusing as it shows a printer and not a pen or an e-mail icon. It should probably be changed to a cartoon image of a pen to make this graphic more suitable for purpose.