

Unit 01: Giza Website Activity

1. The Giza Archaeology Club's Transition from a newsletter to a website.

1.1. Arrangement and Emphasis Strategies

1.1.1 Strengths

- 1.1.1.1. The large font of the club's name and its contrast with the black background of the triangle allows for readers/researchers to immediately understand what this website is about, which is the Giza Archaeology Club.
- 1.1.1.2. The use of the column on the left balanced with the text on the right makes the page feel well-organized and not overwhelming.
- 1.1.1.3. The use of the smaller grey triangles, the left column, and the abstract mountain graphic make the document appear unique while not being too jumbled or distracting.
- 1.1.1.4. The websites paragraphs are brief and balanced in length so the reader is not overwhelmed by the content in the paragraphs.
- 1.1.1.5. The address is clearly written in italics, which allows the user to easily find where the club is based since it contrasts with the paragraph font and text.

1.1.2. Weaknesses

- 1.1.2.1. The white squiggly line(which may be meant to symbolize a river) is distracting and makes the name of the club more difficult to read.
 - 1.1.2.1.1. Someone from another culture might mistake it for a symbol rather than a decoration, which could interfere with their knowledge of the club.
- 1.1.2.2. The column places a large emphasis on its categories(such as "New Digs" and "World Watch"), but does not seem to provide any links to the content. This is not user friendly and leaves the user wondering how they are supposed to access such information.
- 1.1.2.3. There is a lack of direction in the introductory paragraph's text. Where should someone new go to start learning about this club? This information would be helpful if it was bolded so that readers could quickly skim to find the useful information that they need.

1.1.2.4. There is not any information on this page that would encourage Second Language English speakers or people from other countries, particularly Europe, the Middle East, and Asia.

1.1.2.4.1. There are no options for other languages besides English. This means that the site is inaccessible to those who do not speak English and, therefore, this interferes directly with the club's desire to expand and have discourse with people from various areas of the world.

1.1.2.4.2. There is not any specialized content to attract members from other countries. The text lacks any emphasis on specialized benefits specifically for joining the club from another country. Once again, this will interfere with their goal of gaining members from around the world.

1.1.2.5. The image shows that this information is all placed in the middle of the page. This means that the first thing readers see is not the name of the club or its mission. This could be problematic as the reader may gain an incorrect impression or there may be too much white space utilized.

1.2. Tone

1.2.1. Strengths

1.2.1.1. The tone of the written introductory paragraphs is very formal and shows that the club takes its purpose, members, and passion seriously.

1.2.1.2. The use of links within the introductory paragraphs shows the clubs' desire for the reader to further explore the resources available to them through the website, such as the link to the "Q/A."

1.2.1.3. The club builds ethos through their use of formal language(which shows their dedication to the subject) and the categories in the column build their credibility because they show that the club has many resources available to its members.

1.2.2. Weaknesses

1.2.2.1. The visual tone does not match the textual tone. The textual tone is very generic and serious while the graphics utilized, such as the column and repeated pyramid visuals, implies more passion and enthusiasm.

1.2.2.2. The lack of hyperlinks in the categories of the column could hurt the club's ethos and credibility as it shows they can't(or were too lazy) to directly link to the material needed by the reader.

1.2.2.3. The lack of accessibility for readers whose first language is not English can be viewed as the club being too exclusive for outsiders.

1.2.2.4. The lack of excitement in the written text can harm the club's ethos as it may make them appear too serious or unwelcoming to outsiders since there does not seem to be any information specifically tailored to potential new club members.

1.3. Conciseness and Clarity

1.3.1. Strengths

1.3.1.1. The title of the club and website is immediately visible, which adds to the clarity of the subject of the website.

1.3.2. Weaknesses

1.3.2.1. Several of the categories in the column have unclear language. What is "World Watch?" Is "Pyramid Q/A" only about pyramids? Does the "Linked Sites" mean linked websites or linked sites for archaeological digs?

1.3.2.2. Once again, the lack of hyperlinks in the left column makes the reader wonder if they are missing something or whether there are even active pages available since the introductory paragraph does not address them.

1.3.2.3. The introductory paragraphs do not give concrete instructions for how to join the club. It says "you will find all that you need to know at this site." What does this mean? This is not a clear form of direction and the column categories do not provide any specific sources for potential new members.

1.3.2.4. What does this club really do? There is not a background information section so readers have no idea how the club began or what they have accomplished. This makes the purpose of the club(or joining the club) unclear.