Rollover buttons, navigation bars, navigation menus, animated gifs, web banners, logo graphics, screen icons.

Unit 19 – Task 1

I have chosen to do keyboards as my leisure item, I will be comparing the Razor gaming keyboard website to the Logitech every day keyboard website.
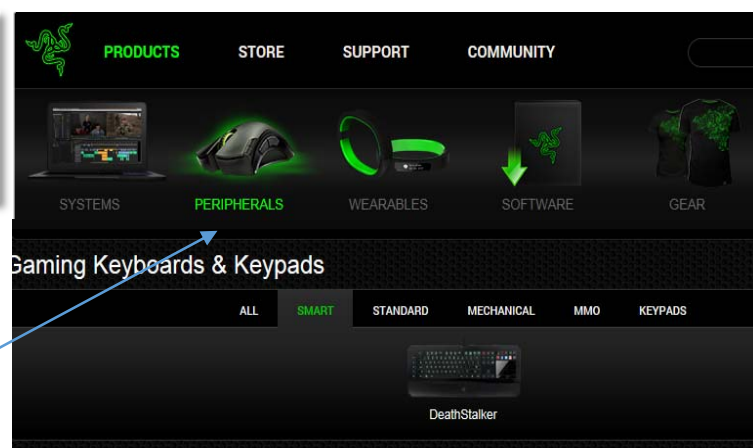
Razor: http://www.razerzone.com/gb-en/gaming-keyboards-keypads

Logitech: http://www.logitech.com/en-gb/keyboards
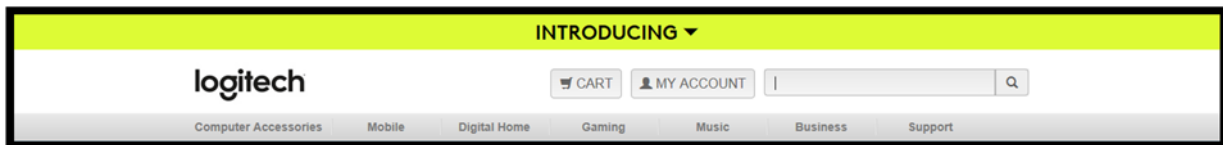
Navigation

Rollover buttons

Rollover buttons can be used to create a website. You will use them when moving over the top of a piece of text in a navigation bar, the piece of text will go a different colour or have an underlined effect on it. On other sites there may have a graphic that will glow up when you move the cursor over the top. On the Logitech website you have to manually click on the drop downs, the effect of the rollovers on the Logitech website are underlined. The Razor website has a picture preview of their product and when you hover over the product there is a green glow effect from behind. Each of the drop downs goes into different sub categories. Also on the Razor gaming website there are sub categories and even these have a glow effect. These two websites use rollover pictures for adverts for sales or deals, and even showing you the pictures of new releases, these can be changed by arrows or buttons at the bottom of the rollover. A lot of websites have different

Highlighted rollovers.

Rollover buttons, navigation bars, navigation menus, animated gifs, web banners, logo graphics, screen icons.

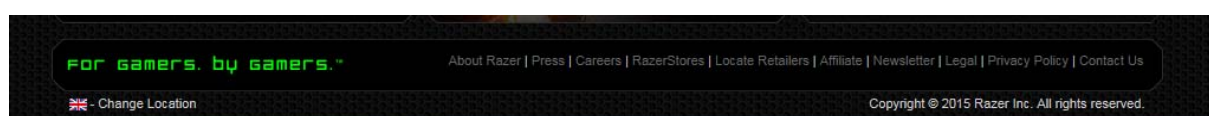## Navigation Bar & Navigation Menu

A navigation bar is a navigation system that is put in place to help someone get around the site. This is bar that will contain links to different pages, the bar is usually at the top horizontally but you can get it vertically down the sides (sidebar).

The navigation menu would usually have a logo and then whatever they sell, forums and support. This has a different link to different sites. These are also things for the bottom which has all the terms and conditions.

The navigation bar on the Razor website is easy to use as the menu is easy to see and it can help you to get to where you need to be, the pictures do help you find what you want to find. I found that the navigation bar takes up most of the page and I think that it would be hard to get to where you need to get to on a mobile device, I also think it would take too much data trying to download all of the preview photos. The navigation bar on the Logitech website is similar to use but is quite basic. The menus are still accessible and they are easy to see and use. These websites are different as the Logitech website is

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good as it is not too small and it doesn't take up the page were as the Razor website does.

The navigation menu at the bottom is bigger on the Logitech website than the Razor website. They are both bad as the Razor one is too small and you can't read it that well, whereas the Logitech website is too big and takes up most off the page.
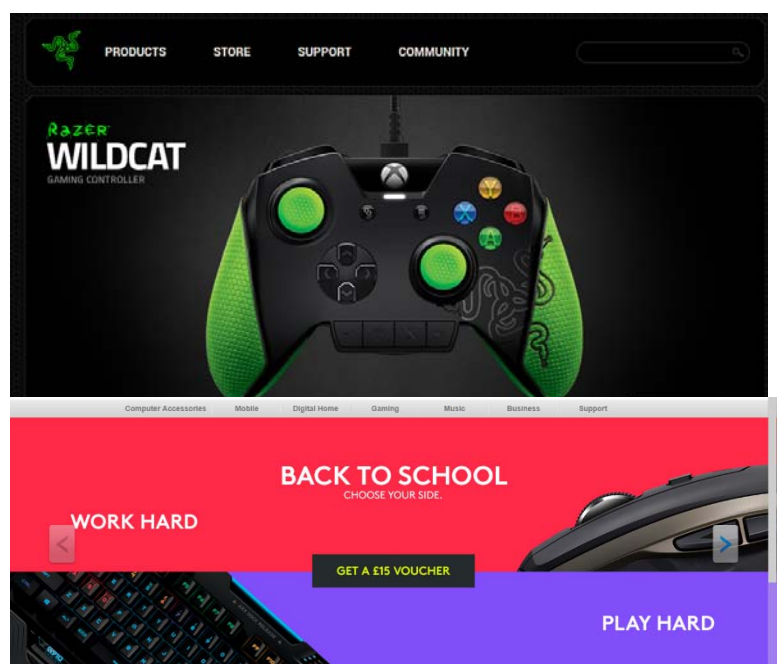
Animated Gifs

 A Gif is a Graphics Interchange Format file is a picture that on a web page moves around. Animated Gifs are also known as a Gif89a and with this the animation can loop over and over for an endless time. These gifs are generally used in website ad banners. None of my websites had any gifs as you can't find or make one that is suitable to the website. The gifs of keyboards are dumb and stupid, the one I found to the right, is quite babyish and unrealistic.

Web banners

A web banner is usually an advert that is shown on the website that will either show adverts for your next product that will come out or already has done. The web banners on the Logitech takes longer to change, whereas the Razor website changes over quicker as it is trying to get through them in a nice time. These two web

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banners are suitable to the topic and they show the offers that are relevant. The Logitech web banner took a lot less of the page up, on the other hand the razor web banner took most of the page, and I think that it is too big and would be hard to get past if you were on a mobile device.

Logo graphics

A logographic is a logo or a piece of text that is easy to view and is recognizable. With my websites they both have a recognizable logo. The Razor website is slightly harder to remember than the Logitech. These logos are both easy to see on a pc, you may find it hard when on a tablet or mobile phone, as the pages are optimized for pc. When you click on the logo graphic it then takes you to the website homepage, both of my websites do.

Screen icons

The screen icon is a few social media sites that then will make the website have more views and a good traffic from people, thus meaning they can then get a lot more products sold. The Logitech website does have a Facebook and twitter logos at the bottom. Whereas the Razor website doesn't, this is probably due to not having as many products, the Logitech Company sells way more products than Razor. I think that Razor would benefit from having social media sites as they can put there company out there, this will also help them to get more site views, which then they can get more popular.