

C.R.A.P.

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1. **Typography and Font**

Title text is too small and unnoticeable - not consistent with the overall design. The arrows on the top-left corner are a great idea to divert attention towards the links, but the links themselves seem out-of-place.

2. **Layout Design**

Good design, but the images used don't seem relevant to the event, seems to be there just for the sake of looking pleasant. It doesn't look like a website, more like a magazine article.

3. Color Balance

The simple color palette of black and white contrasts well with the blue circles, it's a little cliché, but nonetheless looks pleasant, somewhat minimalistic, and easy on the eyes.

4. Consistency

The text is neatly aligned and the entire picture doesn't seem like a jumbled mess because of the minimalistic approach. Apart of the title text, the font again benefits from the minimalistic design.

1. **Typography and font**

Has a lot of *small* text, just blocks and walls of text, not exactly suitable for a welcome page. Font is welcoming but doesn't over-exaggerate, suitable for the business-oriented theme.

2. **Layout design**

Neat, clean and tidy. But it isn't attention-grabbing. The pictures on the right, the ones with complicated activities or sceneries are too small.

3. Color balance

Color palette is mainly cold colors, again suitable for theme, but isn't attention-grabbing.

4. Consistency

The verticality of the design resonates well throughout the pages. The color of the text corresponds with the title text – the first page using only purple and the second only blue.

- Overall we think the second image is more well-designed - the elements within work well with each other, giving out the image and message clearly.