

Site Descriptors

Use the Site Descriptors Worksheet to help clients prioritize aesthetic preferences.



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Choose 5 to 10 words to describe your new website [Refer to the Visual Vocabulary Reference for ideas!]

Website Design Review

Design Review Worksheets are useful when looking at example websites with the client. This can help you learn more about their design preferences, tease out descriptive terms they use to describe things they like and dislike.



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Website URL

What words would you use to describe this site?

What features or functionality do you find compelling?

What do you like about this site?

What do you dislike about this site?

Primary Navigation

Primary Navigation and Footer Navigation worksheets provide fill-in-the-blank spaces for menu items. Primary navigation is limited to seven, short menu items.



Type	Landing Page?
01 HOME	NA
02	<input type="radio"/> YES <input type="radio"/> NO
03	<input type="radio"/> YES <input type="radio"/> NO
04	<input type="radio"/> YES <input type="radio"/> NO
05	<input type="radio"/> YES <input type="radio"/> NO
06	<input type="radio"/> YES <input type="radio"/> NO
07	<input type="radio"/> YES <input type="radio"/> NO

Footer Navigation

Primary Navigation and Footer Navigation worksheets provide fill-in-the-blank spaces for menu items. Primary navigation is limited to seven, short menu items.



1st

2nd

3rd

4th

5th

6th

Links without a home

Visual Vocabulary Reference



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The Visual Vocabulary Reference sheet provides a set of descriptive terms to use when reviewing competitor or peer websites, and helps clients come up with words to express their aesthetic preferences.

brighth
clean
crisp
fresh
sleek
light
open
minimal
subtle
subdued
modern

intelligent
scholarly
editorial
neutral
objective

playful
whimsical
witty
quirky
fun

earthy
organic
natural
breezy
calm
cool
mellow
peaceful

adventurous
glamorous
flashy
lively
festive
rich
vibrant
bold
strong
colorful
graphic
curvy
energetic
electric
fierce

friendly
inviting
welcoming
cheerful
simple
warm

classy
elegant
mysterious
dark
artistic
nostalgic
old-fashioned

high contrast
photographic
typographic
boxed
rounded
sharp

consistent
organized
structured
uniform

cagey
cluttered
contained
rigid

complex
scattered
frenetic
conservative
uneven
fragile

drab
faded
flat
plain
cold

vague
goudy
harsh
muddy
solemn