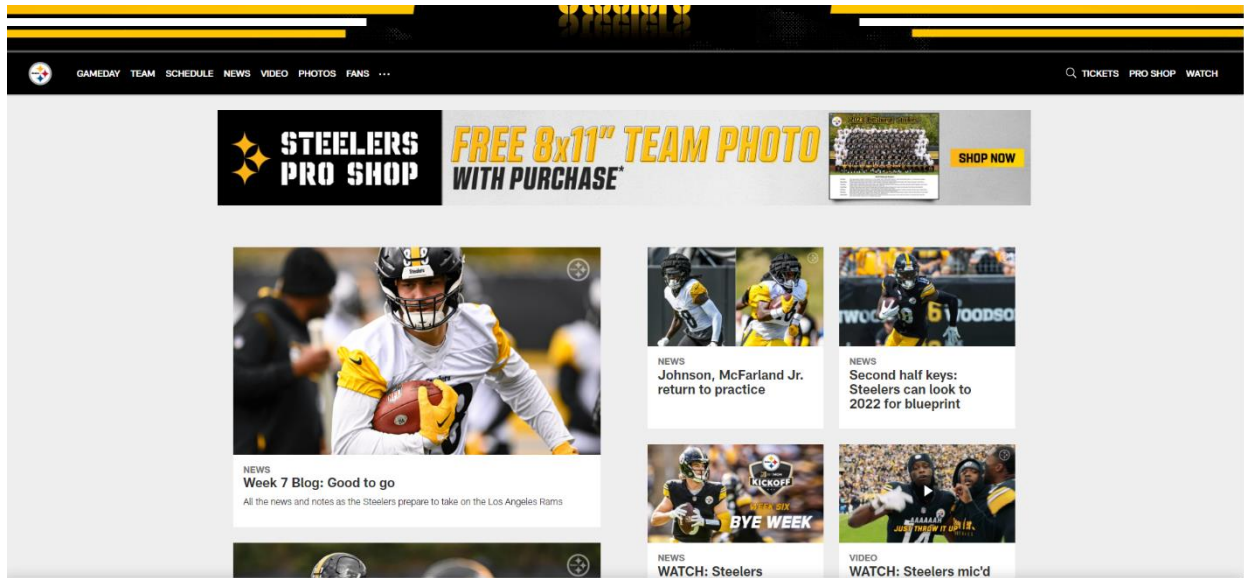
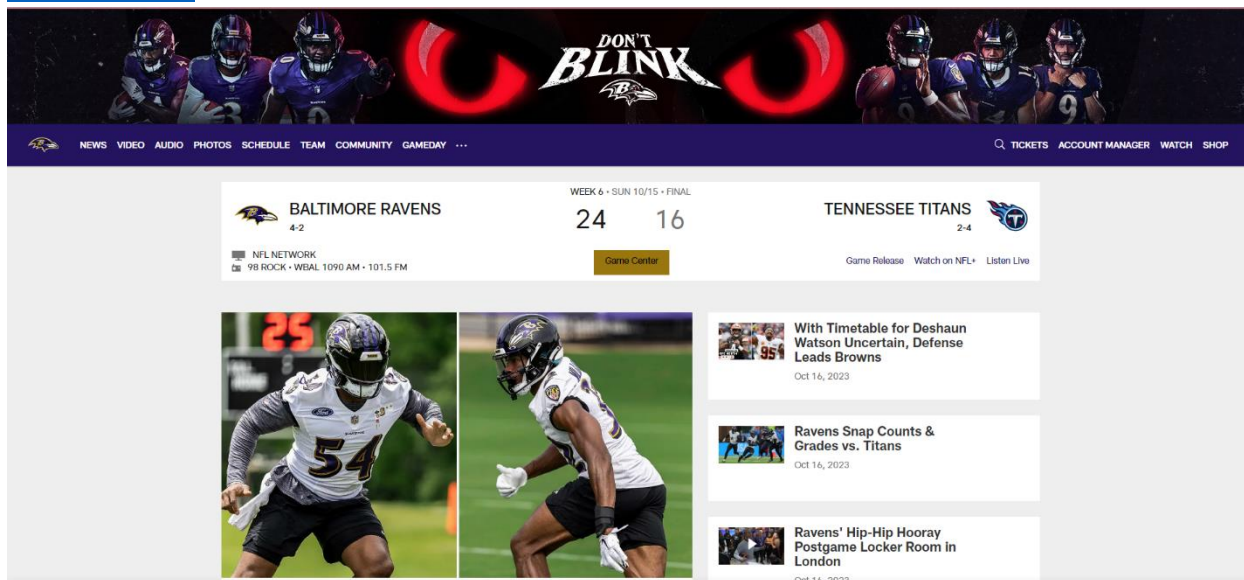


Steelers Website



Ravens Website



4.

- Repetition: The Steelers and Ravens website effectively uses repetition to create a cohesive visual experience. One example of repetition is the consistent use of the team's logo throughout the site. The logo appears in the header, footer, and on various pages, reinforcing the brand identity and creating a sense of familiarity.
- Contrast: The website utilizes contrast to make certain elements stand out and create visual interest. For instance, the use of bold typography against a clean, white background creates a strong contrast that draws attention to important headings and key information. Additionally, the use of high-quality, vibrant images against a muted color palette creates a striking contrast that enhances the visual appeal of the site.
- Alignment: The Steelers and Ravens websites demonstrates a strong sense of alignment, which helps to organize and structure the content. The navigation menu is horizontally aligned at the top of the page, providing a clear and consistent way for users to navigate through the site. The text and images within each section are also aligned, creating a sense of order, and making it easier for users to read and understand the information presented.
- Proximity: The website effectively uses proximity to group related elements together and create visual hierarchy. For example, on the home page, the company's mission statement is placed near a visually appealing image that represents their core values. This proximity helps to establish a connection between the text and the image, conveying a clear message to the users. Additionally, the contact information and social media icons are placed near each other, making it convenient for users to find and engage with the company.

5.

Improvement

- First, I think for the Ravens home page the up coming schedule should be towards the top instead of having to scroll down half the page to find it
- Second, I think sticking all the news into the news section instead of the homepage and replacing the news on the home page with the teams' game highlights would get more visitors
- Third, the website should have its own section for Mic'd up moments on the home page without having to redirect to another section of the web page.

STEELERS

- The links to the team's social media is way too big it could just be me but it's way too big in my opinion
- Teams schedule is not on the home page which I think would be a good addition
- Spacing out the headers at the top of the page would make it look better then leaving all the open space.

Top Header

[Home](#)[Recipes](#)[About](#)[Calorie Count](#)[Ingredients](#)[Popular Choices](#)[Share](#)

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Footer

