

The Howard University website is a centralized hub that provides current and prospective students, faculty, alumni, and external organizations information about current news, degree programs, and admission requirements. The website has a very clean feel despite appearing a bit overcrowded. Because of how compact the information is, Howard.edu can feel overwhelming to navigate. Howard.edu's homepage is one giant feed; however within that feed there are subsections that can be navigated by scrolling horizontally. This prevents Howard.edu from being very clear in its writing and presentation, despite looking nice.

The navigation is divided across multiple places. The first is across the heading. The next is in a drop down. Continuing down the webpage, in the upper left corner under the logo, there is a bar that shows the user which section they are in as they scroll. Towards the bottom there are two different navigations. One, which duplicates information from the dropdown, and another that has careers, Title IX and other resources. The first navigation bar really emphasizes the overcrowding of information. Perhaps it would be less overwhelming, if the information wasn't repeated from the drop down. If there was less information on the homepage, perhaps it would appear less stressful and redundant. By the time a user reaches the end they can already be overwhelmed by the subsections of information they navigated horizontally, while working their way down. The bottom navigation is pretty standard and very organized with three columns of information.

Howard.edu successfully portrays a modern website with a strong air of professionalism. From the video backgrounds, color scheme, and legible fonts, the user can feel reassured that Howard University is keeping up with current technology. This reassurance allows prospective students to feel confident that Howard University isn't light years behind other universities and they will receive an education of equal quality. As mentioned before, the layout is very compact. This allows for a larger amount of information to be presented; however, I would prefer to not have subsections within the feed. These subsections are very overwhelming and make Howard.edu very easy to get lost in.

On a more positive note, there is an excellent balance of media and text. Despite the potential difficulty in searching for information, the variety of content displayed can help Howard.edu visitors discover new information. This distinction is very important. I feel that Howard.edu is being displayed as a discovery platform for

Howard University, meaning you go there to learn something you never knew. However, the purpose is geared to helping Howard.edu visitors have easy access to information. This paradox explains why an informational hub, such as Howard.edu, is so hard to use for information retrieval. As for the aesthetic, Howard.edu knocks it out of the park. However, the website's functionality leaves much to be desired.