

**Techno-centric Designs:**

I believe this first design is techno-centric because it does not indicate anywhere where you should go in order to enter the page. It also does not signify what features the page offers, once you enter. This design serves no cognitive function, although it is nicely laid out and appealing to look at.

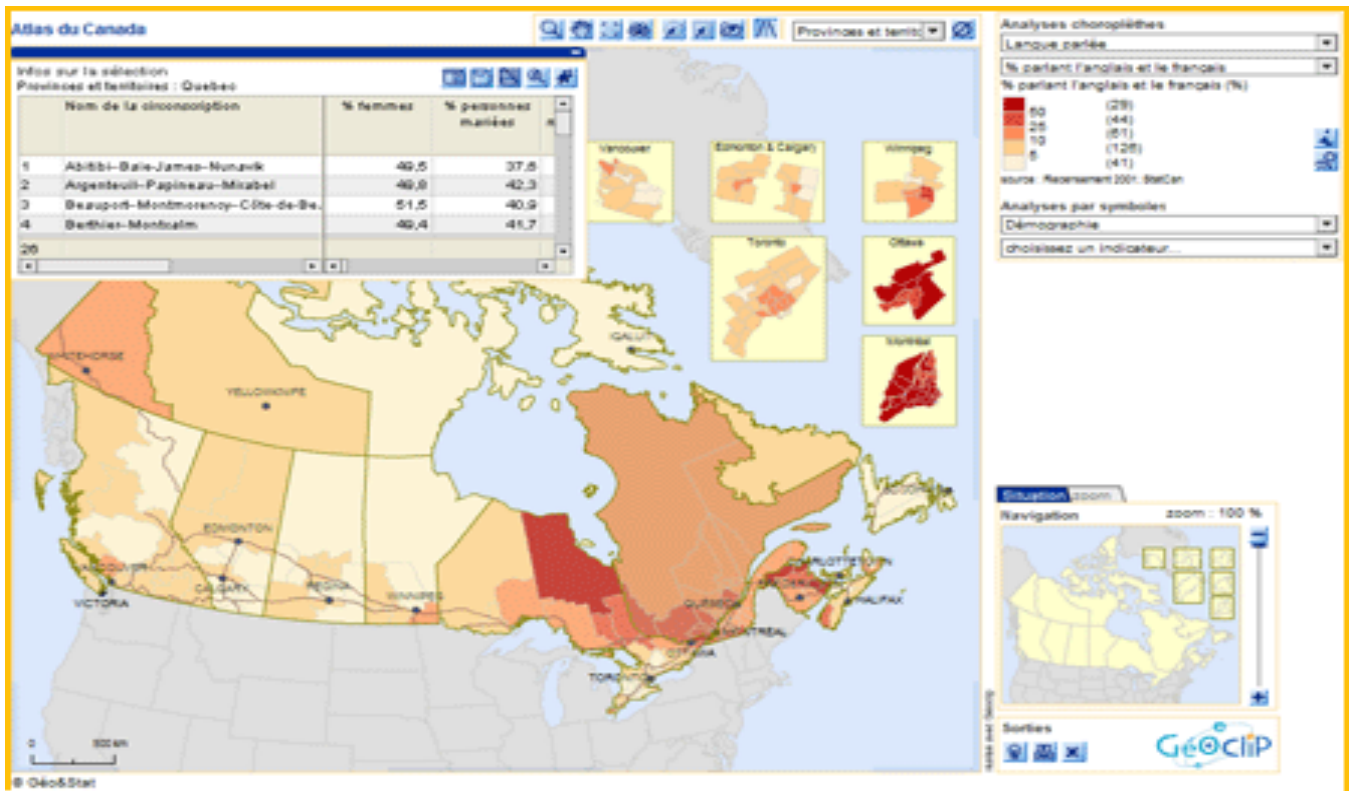


The following design is also techno-centric because, like the previous design, there are no indications where you should go, or what you will find when you get there. Incidentally, each animal is a link to information about that animal, but you are not sure of what type of information will be available. Again, no cognitive value is placed on the design alone.



**Learner Centered Designs**

The following design is learner centered because everything on the map is clearly marked. You can see many different types of pertinent information on the map as well as icons that will take you to more information. The map is laid out in an organized manner and is easy to read. This map serves a cognitive function because a person looking at it is learning about different features of Canada.



The last design is also learner centered because each area is clearly marked with its function and purpose. A person, who is interested in learning about the software, can easily see what it does and what they can expect. The design is also simple, yet pleasing to the eye. Because a learner can easily see what the software does, I believe that this design serves a cognitive function.

