### Aesthetic Constructs SPSS Coding Variables and Operational Statements

1. **blackwhi** Did the designer(s) avoid dominating the site with black text on white space?
2. **graphuse** Do graphic images reflect the mission and or function of the organization?
3. **infodens** Does the web page fit on one screen?
4. **fontsize** Do the fonts and font sizes used add to the site’s legibility?
5. **usecolor** Is a natural color palette used, e.g., blues, yellows, grays of sky?
6. **wspace** Does the site use white space to appropriately organize the information presented?
7. **huimage** Does the site contain images of people other than that of the governor or agency/department head?
8. **buimage** Does the site contain an image of a building representing a physical presence and stability?