

General points:

- the overall look-and-feel of the interface should be fun, hip and entertaining — avoid generic/technical jargon
- the web site should be accessible with mobile devices and other non-graphic user-agents
- use proper markup to facilitate landing from SERPs

Element 1: Main navigation

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Element 2: Main content

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Element 3: Joke categories facility

- tag cloud in the sidebar
- headline in design: “OMG, look at the storm!”
- headline in markup: “Most popular joke types and categories”
- sample tags: Political jokes, Professional humor, Mathematical jokes, Ethnic jokes, British tell jokes, Self-deprecating humor, Blonde jokes, Celebrity jokes, Redneck jokes
- set the different font size for the tags randomly

Element 4: Footer navigation

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