

Website Evaluation Assignment

The goal of this assignment is to encourage you to think critically about how information is presented online. You will evaluate the Website of a professional media organization to assess how effectively it meets its audience's information needs. A detailed response to this assignment will not only help you with Website evaluation, but will also give you important pointers as you start working on your own Web pages.

Step One: Below is a list of Websites divided according to various JOMC sequences. Select ONE of the two sites under your sequence to critique. If you are not a JOMC major, you may select any one of the 12 sites.

Advertising

www.aaf.org
www.aaaa.org

Electronic Communication

www.nab.org
www.ncta.com

Graphic Design/Multimedia

www.aiga.org
www.spd.org

News Editorial

www.asne.org
www.spj.org

Photojournalism

www.nppa.org
www.ppa.com

Public Relations

www.iabc.com
www.prsa.org

Step Two: Review the Lab Three and Four PowerPoint slides and Matthew Carroll's presentation about tenets of good Web design.

Step Three: Write a critique of your selected Website, including positive and negative evaluations of the information provided and overall design.

When evaluating the information presented on the site, please address all of the following elements:

- the site's intended audience
- the site's purpose
- accuracy
- bias
- credibility
- currency

Be sure to include any suggestions you have for improving the site's information.

When evaluating the site's design, please address all of the following elements:

- loading speed
- navigation
- visual appeal
- layout and placement of elements
- readability
- use of color

Again, be sure to include any suggestions you have for improving the site's design.

This 25-point assignment should be no more than three typed, double-spaced pages. Your grade for this assignment will be based on the thoroughness of your discussion of ALL of the 12 elements above. It is due in your lab next week (Lab Five).