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DIGD 206: FOUNDATIONS IN WEB DESIGN AND STRATEGY
17SP (2017 Spring)

PROJECT #2: WORDPRESS CASE STUDIES BLOG

Introduction:

The first part of this project is to set up, design, and customize a blog using a free Wordpress.com account. You will select a template to customize as much as possible, e.g. colors, fonts, graphics, images, functionality, interactivity, etc. *Deliverables: URL, template selection, customized blog*

The second part of this project is to write evaluations for two (2) websites of your choosing. You are to use the following questions to distinguish from good and bad design decisions on the web - you are required to address one question from each category (in bold) below. All evaluations will be posted on your blog with visual references such as screenshots. The evaluations should be written in paragraph format, i.e. not in a list format. Do not repeat the questions in your entries. The evaluations should be a minimum of 1000 words in length plus visual references.

You will also present your customized blog (original template vs. your customizations), give a 1-2 minute summary of your evaluations, and submit your presentation file (PowerPoint, Keynote, Google Presentation, Prezi, etc.). *Deliverables: two (2) evaluations due at the end of the semester, plus in-class presentation, presentation file (e.g. PDF of slide deck, link to Prezi, etc.)*

Questions:

Navigation
1. How many navigation systems are there? Are the navigation labels understandable?
2. Is there a hierarchy among the navigation systems (i.e. Does one appear more prominent over another)? If yes, how can you tell?
3. Does any navigation appear/disappear once you get to the second, third, fourth level of the site? How can you tell it is navigation?
4. Once you click on one of the navigation links, does the "look" of the link change? If so, why do you think that is?
5. Do you always know where you are within the architecture of the site?
6. Is there ever a point where you can not get back to the home page? Is that a problem?

Architecture
7. Does the site appear to have a deep architecture (i.e. many pages)? How can you tell?
8. Is the architecture flat (i.e. can you access any page within the site at any time or do additional navigation/links appear as you get further into the site)? Either way, do you think it is a good or bad thing?

Content/Typography
9. Is the hierarchy of the typography apparent (e.g. A head vs. B head vs. Body Copy, etc.)? How could you improve it?
10. What techniques were used to make any of the headlines more prominent or subordinate than the other(s) (e.g. size, weight, contrast, alignment, etc.)?
11. Are the labels of the navigation clear? (For example, if you click on a "Tools" link, did

you find information about tools when you clicked on it?)

Grid/Structure

12. Does the layout of the pages stay consistent as you go from one page to another?
13. Are there sections/parts of each page that change? Are there any that stay the same?
14. What is the focal point of any page? Why is it the first thing that you notice? (Color, size, proximity, shape, balance, etc.?)

Iconography/Imagery

15. Do the images/photos add anything to the design of the site?
16. Considering the nature of the site, do you want to see more or fewer images/photos?
17. Are there icons/symbols used anywhere? Are they effective for usability?

Color Palette

18. How many colors are used on any given page?
19. How are the colors used to separate content of the page?
20. Why do think these colors were chosen?

Site Focus

21. What is the objective or purpose of the site? Is it to sell you something? Call to action?
22. Is browsing or searching encouraged or prominent? What techniques are they using to enhance or highlight the content? (e.g. animation, illustration, etc.)
23. What features of the site do you find most useful? Why?
24. Did you find anything confusing about the site? How can it be improved?

Scoring:
See rubric for more information.

DELIVERABLE	POINTS
Wordpress.com URL and template	5
Customizations to template	15
Evaluations (2 websites x 7 questions x 5 points each)	70
Presentation (1, plus file)	10
TOTAL	**100**