

After reading Ch. 13, choose a company or employer in your field (Boeing, HP, 509J school district, NASA, etc.). Spend a few minutes looking over the home page of their website. Then do the same with TWO of their competitors.

Using the design principles you learned in Ch. 13, critique these websites by comparing and contrasting their designs. Considering its target audience, which website seems most effective? Which is least effective? Explain your criticisms in some depth, including page numbers from Ch. 13 to support your analysis.

Write ~200 words of analysis in your post, aiming for rich and concise critique. Then, respond to at least one peer's post with a question, suggestion, comparison, connection, etc.

<http://www.intel.com/content/www/us/en/homepage.html> (Intel)

<http://www.nvidia.com/page/home.html> (Nvidia)

<http://www.ibm.com/us-en/> (IBM)