Multi-Modal Analysis Project

Overview

As the title suggests, the purpose of this project is to analyze successful, well-designed websites to determine how they work and present your conclusions in a multi-modal format. In an effort to provide you with topics you are truly interested in, I have provided three lists of potential sites for you to choose from. The three lists include well over 100 sites, so you should be able to find some that intrigue you.

Once you have perused some of these sites, you will need to choose three – one non-profit site, one blog, and one corporate/private site. You will complete the analysis exercise, then based on the answers to the questions there, you will draft a 1200-word multi-modal project that illustrates your findings, compares and contrasts the elements of the three sites, and draws some conclusions about successful websites.

Assignment

1. Visit the three lists:
    1. 20 Best Non-Profit Websites
    2. Time Magazine's 50 Websites that Make the Web Great
    3. Wordpress Showcase
2. Choose three sites from these lists - one non-profit site, one blog, and one corporate/private site.
3. Complete the analysis grid exercise on the next page.
4. Create a 1200-word project briefly illustrating the three sites, summarizing your analysis of them, comparing and contrasting them. Based on your analysis, what do you conclude about successful websites?

Format (multi-modal)

This project is intended to give you some opportunities to use new tools and modalities. For those of you not familiar with multi-modal projects, check out Kettering College's helpful explanation. You may also want to look at a successful student project sample from last year.

You may produce a website, a narrated PowerPoint, a YouTube video or even just a Microsoft Word document with links and graphics. The content is more important than the modality, though, so don't spend so much time playing with the tools that you lose sight of the analysis.

Instructor's Response:

When I respond, I will look for the following:

- Used the introduction to have something to say by introducing the paper's topic and establishing that topic's significance
- Illustrated the sites so that your audience will be prepared for the analysis and conclusion points
- Effectively analyzed the key elements of the sites
- Compared and contrasted the sites in a way that is appropriate and helpful to your readers
- Articulated insightful, logical, useful conclusions
- Used design elements to enhance understanding
- Used web links to support points effectively
- Cite resources in MLA format

	Site 1:	Site 2:	Site 3:
Audience/purpose: Who is the intended audience? What is the intended purpose? How does the site make its intended audience and purpose clear?			
Navigation: Is the navigation intuitive, clear, functional? How is the navigation structured?			
Content: How often is content updated? Is the text written appropriately for the intended audience? Do posts achieve the intended purpose?			
Links: Do all links work? What sites are linked to this one? Are linked sites suitable and effective?			
Graphics: How do the images complement the text? How do they relate to the purpose of the site? Are they high-quality and attention-getting?			
Page layout: Are design principles applied consistently throughout the site? How are white space, design elements (bullets, alignment, graphics, and multimedia files) used?			
Branding: What visual elements have been used to establish a consistent brand?			