My Post:

Sarah: [http://www.whatsarahsdoing.com/about/](http://www.whatsarahsdoing.com/about/" \t "_blank)

Maddy: [http://madsiri.com/](http://madsiri.com/ )

I evaluated the personal websites of two young artists, Sarah and Maddy, who work in the advertising industry. I chose their sites because I admire them as artists and young professionals. They have both been able to secure jobs using the sites they created, which tells me that I should carefully consider using many of the elements they feature in their websites.

Both sites used lots of blank space between each showcased project to keep the focus on the author’s work. I liked that the sites were uncluttered and kept their content succinct. This made it seem like fun to discover the next nugget of information waiting between the visual showcases, as though the audience were getting a peek inside the artist’s mind, rather than receiving a lecture on the mechanics of their work. It kept the sites interesting and fun, and made me want to spend more time looking through the women’s work.

On each site, there was a design element that I found unappealing. Sarah included a feature that made sparkles fall from the cursor as it is pulled across the screen. This felt childish and gratuitous. It distracted me from her work. On Maddy’s site, she made the color of her hyperlinks so light that I could barely read the text. This distracted from her writing as I read through her descriptions.

Overall, Maddy’s site seemed stronger because it included more detail on each of her projects. Not only did she include longer, more formal written descriptions of each piece, she also included more interactive elements that brought her pieces to life. Visitors can expect to see not only photos, but descriptive videos and gifs on each page. However, Maddy needed to site a lot of the elements that she used on these pages, as it clearly was not her original work (i.e. the ‘America the Beautiful’ transcription).

Sarah’s site used only original content, which allowed her to circumvent Maddy’s citation problem. She made her website more inviting with content that went beyond the professional into her personal world, allowing potential employers to get a sense of her character as an artist. She included personal sketches and pet projects that demonstrate what she is passionate about, and the style she prefers to follow when she is free of creative constraints. However, her website was static in comparison to Maddy’s, as it did not include nearly as many interactive elements. Just scrolling through still images became taxing after a while.

A potential employer might go to personal sites like these in order to find out more information about someone advertising online through a website like LinkedIn. The link to the personal site might be advertised on the LinkedIn profile, and an interested employer might click it to learn more. Then, s/he would toggle through the work pages to learn about the skills the candidate has exhibited in the past. Then, s/he would contact the candidate via email to set up an interview.

In another scenario, a younger student might seek out the personal site of an artist s/he knows to gain a better understanding of what is expected of him/her if s/he would like to pursue a similar career path. S/he would click through the work pages and possibly save images or links to the work s/he found especially inspiring. This might give him/her a platform to ask the artist about their work in person or through the email provided on the site to seek mentorship.

Comment One, Rachel Alexander:

Hello! I liked both of these websites! I agree that several features of Maddy's site felt childish to me. For instance, the Hey bubble that the page opens on and the sparkles. I did like that when you scrolled over a link on Maddy's page it changed colors and the word grew, it made it clicking on the link very intuitive. I thought Sarah's page was more laid back and, for me, was easier to look at. The colors weren't as distracting and the content was easier to sort through. Great evaluations!

Comment Two, Laurie Chester:

Hey! You chose great sites to inspire you. The simplicity of the layouts and designs are nicely balanced by the beauty and complexity of the work they are showcasing.  I enjoyed how the descriptions and visual elements of their previous work really tells a story.

Your evaluation of the websites flows well and I liked how while you were discussing the design and layout elements of the pages you were able to pull in our these aspect ultimately effect the users experience while they are navigating the page. My only suggestion when you submit your assignment is to make sure you add sections titles for the different sections.

Great Work! I bookmarked these pages to use for ideas in my own page as well. They are beautiful!

Thanks,

Laurie

**Website Evaluation Form**

**Instructions for use:**

This form is intended to serve as a starting point for the form you will distribute to your web site evaluators.

*Before you distribute this form to your evaluators,* you should complete Section I General Information with the URL of your web site and your name.

**I. General Information**

1. URL of site evaluated: http://www.whatsarahsdoing.com/
2. Author of site evaluated:  Sarah Campbell
3. Evaluator’s first name: Jackie

**II.** **Web site was evaluated on the following system**

1. Type of computer: Regular Mac, purchased in 2013
2. Browser: Chrome
3. Internet connection: Wifi

**III Design and Development**

**Instruction**: For each of the questions below, rate your answer between one (strongly disagree) to five (strongly agree), and **explain your rating for the clarification**. Please take the time to explain your rationale in this form as it will help me write my Evaluation Report.

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| --- | --- | --- | --- | --- | --- |
|  | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| **DESIGN** |  |  |  |  |  |
| 1. Document is subdivided into logical supporting pages or, if presented as a single page, it offers a table of contents with section links to avoid scrolling through entire document. | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedback: There are three tabs, each with a clear use. | | | | | |
| 1. The site displays sound design principles, including uncluttered space, subdued backgrounds, and coordinated colors. | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedback: There is plenty of white space. Everything is designed cleanly and with purpose. There is no clutter, exept for the mouse. The sparkles feel childish and gratuitous. | | | | | |
| 1. Navigation is intuitive, easy to understand, and provides flexibility in movement. | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedback: I am always aware of where I’m going and what I want to click next. I’m never lost on the site. | | | | | |
| 1. Homepage is linked from all subsequent pages. | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedback: The home page is always available in the menu bar at the top of the page. | | | | | |
| 1. Multimedia elements have a clear purpose. | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedback: The gifs and images make you want to click on different works of art and explore her portfolio. | | | | | |

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| 1. Multimedia elements load quickly or file size is indicated with user option to download. | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedback: Nothing took more than two seconds to load. | | | | | |
| 1. Images include alt, height, and width attributes and offer initial thumbnail graphic if file size is large. | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedback: The website gets confused when the window shrinks sometimes. The top menu can get stuck, or a large amount of white space might appear at the bottom of the page. | | | | | |
| 1. Text is easy to read and contrasts with background. | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedback: Everything is easy to read. | | | | | |
| 1. Site content is widely accessible or appropriate adaptations or explanations have been made. | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedback: This site follows accessibility suggestions. | | | | | |

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|  | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| **CONTENT** |  |  |  |  |  |
| 1. Pages have clear and appropriate title in title bar. | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedback: Everything is appropriately labeled for use. | | | | | |
| 1. Links are appropriate, clearly labeled, and have a definite purpose. | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedback: The only external links are to the artist’s social media sites. Otherwise, she includes everything you want to see in one place, so you are not forced to travel around to understand what she wants you to see. | | | | | |
| 1. Links are up-to-date and functional. | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedback: Each link works. | | | | | |
| 1. Useful content is embedded no further than two layers deep. | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedback: Sarah makes everything easy to access. | | | | | |
| 1. Site contains in-depth content that encourages users to return. | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedback: Sarah’s projects are laid out in a fun and engaging way that makes it exciting to check back for a new project. She makes it appear as though she is always working on something unique. | | | | | |
| 1. Information is accurate and current. | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedback: The author does not appear to have posted new material in about 18 months. | | | | | |
| 1. Site stimulates thinking and reflection or serves a useful purpose for an identified audience. | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedback: The work is showcased in a way that makes it easy to determine Sarah’s skills and accomplishments. Potential employers should find it easy to evaluate her capabilities based on what she presents on her site. | | | | | |

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|  | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| **CREDIBILITY** |  |  |  |  |  |
| 1. Credibility is established by including information regarding author, affiliations, and credentials. | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedback: Sarah is able to give details about the design process that make it clear she is the true artist behind these works. | | | | | |
| 1. Contact person with e-mail address is included. | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedback: Sarah’s email address is on the About page. | | | | | |
| 1. Site is bias-free or explicitly states point of view. | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedback: The site’s design makes it clear that she is trying to persuade you to work with her as an artist. | | | | | |
| 1. Material is original or includes appropriate citations with no copyright infringement. | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedback: She only uses material that she owns or created. | | | | | |
| 1. Correct punctuation, spelling, and grammar indicate care and attention to detail. | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedback: Sarah is quick and to the point in her writing and leaves no room for errors. | | | | | |
| 1. Site indicates date(s) that material was created or updated. | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedback: The year the project was completed is clearly displayed at the top of each project page. | | | | | |

**Website Evaluation Form**

**Instructions for use:**

This form is intended to serve as a starting point for the form you will distribute to your web site evaluators.

*Before you distribute this form to your evaluators,* you should complete Section I General Information with the URL of your web site and your name.

**I. General Information**

1. URL of site evaluated: <http://madsiri.com/>
2. Author of site evaluated:  Maddy Siriouthay
3. Evaluator’s first name: Jackie

**II.** **Web site was evaluated on the following system**

1. Type of computer: Regular Mac laptop bought in 2013
2. Browser: Chrome
3. Internet connection: Wifi

**III Design and Development**

**Instruction**: For each of the questions below, rate your answer between one (strongly disagree) to five (strongly agree), and **explain your rating for the clarification**. Please take the time to explain your rationale in this form as it will help me write my Evaluation Report.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| **DESIGN** |  |  |  |  |  |
| 1. Document is subdivided into logical supporting pages or, if presented as a single page, it offers a table of contents with section links to avoid scrolling through entire document. | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedback: There are four distinct menu tabs that are easy to understand. None of the pages are overwhelming or make me want to stop reading. Everything is interesting and differentiated. | | | | | |
| 1. The site displays sound design principles, including uncluttered space, subdued backgrounds, and coordinated colors. | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedback**:** There is a consistent theme and voice demonstrated throughout the site. There is plenty of negative space. It is not cluttered. | | | | | |
| 1. Navigation is intuitive, easy to understand, and provides flexibility in movement. | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedback: I understand that I am supposed to click among the four pages and scroll up and down each one. I understand that I can click on underlined items to visit other pages the artist has constructed, including Twitter, Instagram and LinkedIn. The Work page is dynamic and easy to click through. | | | | | |
| 1. Homepage is linked from all subsequent pages. | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedback: The homepage offers what most people will be looking for when they come to the site: examples of Maddy’s work. It’s easy to understand what she has accomplished and interesting to explore the many work pages she has prepared. | | | | | |
| 1. Multimedia elements have a clear purpose. | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedback: Each multimedia element works to tell the story of how the artist created her work. Photos and videos are interspersed with written context that makes it easy to understand what the artist has created and why. | | | | | |

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| 1. Multimedia elements load quickly or file size is indicated with user option to download. | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedback: Everything loaded incredibly quickly. Items are clearly well sized. | | | | | |
| 1. Images include alt, height, and width attributes and offer initial thumbnail graphic if file size is large. | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedback: All gifs, videos and photos adapt to different sizes quickly, without becoming distorted. | | | | | |
| 1. Text is easy to read and contrasts with background. | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedback: The black and white text is easy to read, but hyperlinks appear in a pink that is faint and difficult to read on a white background. | | | | | |
| 1. Site content is widely accessible or appropriate adaptations or explanations have been made. | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedback: Internet accessibility guidelines have been followed on this website. | | | | | |

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| --- | --- | --- | --- | --- | --- |
|  | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| **CONTENT** |  |  |  |  |  |
| 1. Pages have clear and appropriate title in title bar. | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedback: Everything is appropriately labeled for use and understanding. | | | | | |
| 1. Links are appropriate, clearly labeled, and have a definite purpose. | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedback: Unlike other personal sites, Maddy does not provide gratuitous linking. Instead, she posts everything you want to see in an accessible format on the site. Only external social media is linked. | | | | | |
| 1. Links are up-to-date and functional. | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedback: Every link works and leads to up-to-date material. | | | | | |
| 1. Useful content is embedded no further than two layers deep. | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedback: Useful content is embedded no more than two layers in. | | | | | |
| 1. Site contains in-depth content that encourages users to return. | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedback: Maddy has a depth of experience. Her many projects can be perused or read in depth over the course of several site visits. | | | | | |
| 1. Information is accurate and current. | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedback: She clearly updates the site with her most current design school work. | | | | | |
| 1. Site stimulates thinking and reflection or serves a useful purpose for an identified audience. | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedback: Potential employers or clients will find all the recommendation they need from Maddy’s work and personable introduction. | | | | | |

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|  | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| **CREDIBILITY** |  |  |  |  |  |
| 1. Credibility is established by including information regarding author, affiliations, and credentials. | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedback: Maddy’s explanations of her work and how she was inspired are so thorough that it is clear she is the artist behind them. | | | | | |
| 1. Contact person with e-mail address is included. | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedback: Both her email and a blank contact form is available on site. | | | | | |
| 1. Site is bias-free or explicitly states point of view. | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedback: Maddy makes it clear that she is trying to persuade you to work with her. | | | | | |
| 1. Material is original or includes appropriate citations with no copyright infringement. | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedback: Although much of the work is her own, images and gifs that are clearly borrowed from other brands or sites are not cited. | | | | | |
| 1. Correct punctuation, spelling, and grammar indicate care and attention to detail. | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedback: A professional but personal voice is maintained throughout the writing, which is free of error. | | | | | |
| 1. Site indicates date(s) that material was created or updated. | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedback: Maddy talks about work that she has completed within the last few months. | | | | | |