**LAB 4 – PART A - CHAPTER 3**

**PACIFIC TRAIL RESORT CASE STUDY**

Website Design Evaluation - In this chapter you have explored web page design, including navigation design techniques and the design principles of contrast, repetition, alignment and proximity. In this exercise you will review and evaluate the design of a website.

Choose a website to evaluate from the following list of URLs:

<http://www.arm.gov>

<http://www.telework.gov>

<http://www.dcmm.org>

<http://www.sedonalibrary.org>

<http://bostonglobe.com>

<http://www.alistapart.com>

Visit the website you are evaluating. Write a paper that includes the following information:

1. URL of the website``
2. Name of the website
3. Target audience
4. Screen shot of the home page
5. Indicate the type(s) of the home page
6. Describe how the design principles of contrast, repetition, alignment, and proximity are applied. Be specific.
7. Complete the Web Design Best Practices Checklist
8. Recommend three improvements for the website.

2. Responsive Web Design. Visit the Media Queries website at <http://mediaqueri.es> to view a gallery of sites that demonstrate responsive web design. Choose one of the example responsive websites to explore. Write a paper that includes the following:

a. URL of the website

b. Name of the website

c. Target audience

d. Three screen shots of the website (desktop display, tablet display, and smartphone display).

e. Describe the similarities and differences between the three screen shots.

f. Describe two ways in which the display has been modified for smartphones.

g. Does the website meet the needs of its target audience in all three display models? Why or why not? Justify your answer.