WEB

Assess of each site’s formal features. Score each of the following on a 0 to 10 level (10 being the best). Then explain why you judge it so in a one or two sentence statement.

* typography why?
* color why?
* page layout why?

- site hierarchy why?

- ease of use why?

- download time why?

- freshness why?

- style why?

- usefulness of information why?

- ease of maneuvering the site why?

- quick response time why?

- excellent product information flow why?

- readability and originality why?

- friendly layout why?

Now further complete your analysis by answering the following questions about some of a site’s most important features:

1. Is the designer’s name and logo on every page and is it linked to the home page?

2. Does the site have search (if needed) and does it work adequately?

3. Are headlines and page titles clear?

4. Is design work shown as photos or renderings?

5. Do links work and clearly describe the page they will lead to?

6. Is font size and color easy to read against the background?

7. Is the layout busy or simple and clean?

Now complete your critical analysis by identifying the strengths and weaknesses of the website in a two to three sentence statement for each point. Remember all recommendations for changes should be justified.

- Site strengths…

- Site weaknesses…

- your recommended changes…

- your rationale for those changes…

PHYSICAL CASE

Look online and find an ideal portfolio case and describe it’s characteristics.

* Case Material
* Case Size
* Cost
* Estimate Weight

The best features of this case are:

The potential problems related to this case is: