

Website Design Consult

Overview

This is a group assignment. Your group will be assigned a website to examine using the Five Principles of Design discussed in class and in your textbook (*Searles' Workplace Communications*). These principles should be used as categories of inquiry. As a reminder, the Five Principles of Design as outlined in your textbook are—

1. Balance: Items placed on the screen offset each other to create a feeling of stability on the page or screen.
2. Alignment: Aligned items on the page help readers identify different levels of information in the interface.
3. Grouping: Items that are near each other on the screen will be seen as being “grouped.”
4. Consistency: Each page in the website should look similar to the others, minimizing chaos in the interface.
5. Contrast: Contrast sharpens the relationships between images and text, headings and text, and text and the background.

In your group, examine the website based on the Five Principles of Design (balance, alignment, grouping, consistency, and contrast) and determine what areas need improvement. Once you have identified the areas for improvement, write a recommendation report to the website owner outlining the areas you believe need improvement. You need to justify your recommendations.

General Questions to Consider

- Why does this area need improvement?
- Which of the design principles are you addressing in the interface?
- How would you implement your recommendations?
- How can you help your audience understand the expertise you bring into your critique?
- Why does the flow and design of the website matter to professional identity?

Brief Thoughts on Evaluation

Your work will be evaluated on how you address each principle, structure your memo, and work together to offer recommendations to your audience (the website owners). Some of the websites will have more issues than others.

This assignment is meant to be engaging, fun, and experimental. You should think about how you would want your website to look, feel, and work. Improvement is a process; trust the process.

Websites

Group 1: <http://www.joneschijoff.com/>

Group 2: <http://www.zincbistroaz.com/>

Group 3: <http://www.pearlbrite.biz/#/splash/>

Group 4: <http://www.whitehouse.gov/>

Group 5: <http://vacaway.com/>

Group 6: <http://www.merck.com/>