Art 4208   **Interactive Media 1**

Spring Quarter 2010   Instructor: Karen Gutowsky
M/W 2:00pm-4:20pm   kgz@spu.edu
                          Office Hours: M/W 1:20pm-2:00pm; *and* 4:20pm-5:00pm
                          Course Website: http://myhome.spu.edu/kgz/4208

Web Audit   **Objective:** To investigate various aspects of communication that pertain specifically to a web-based medium; to understand how messages are delivered and experienced differently within this medium; and to become aware of what aspects influence the user experience both positive and negative.

Process:
1 Research the internet for the following types of websites:
     Museum
     Learning Site (example Discovery or National Geographic)
     E-Commerce
     Health
     Reference (example Google or dictionary.com)
     Corporation
     Entertainment

A great place to find well-designed sites is on the Communication Arts Website under web picks—http://www.commarts.com/webpicks/

As you are researching these sites please consider the following questions:

— Is the navigation easy to follow?
— Is the message clearly communicated?
— How do the graphics benefit the site both for content and navigation?
— Were you able to navigate through the site without getting lost?
— How did the site engage the user, and was this action appropriate to the message?
— What was the most interesting aspect of this site?

2 **Develop a HTML document** that discusses and illustrates examples of your findings (you can build your site in Dreamweaver).
     Make sure you link to the actual site to refer to.

3 **Upload file** onto server for presentation

Web Audit Due: Monday, April 12th

Instructor reserves the right to change syllabus throughout the quarter