

Final Project

Web Media I

Rough Project Outline Due Date: 12/9/07

Final Due Date/presentation: 19/9/07 (groups remaining after the allotted time will present on the 20th)

Group 1	Group 2	Group 3	Group 4	Group 5	Group 6
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Scenario:

You have been hired by the following companies to create a web presence that portrays it's desired online image. (Each company has a different desired image.) You will examine their existing web presence, identify textual and graphical inconstancies, create new copy for those areas which need it, as well as suggest ways that the company could comply with current accessibility guidelines. You will use the guidelines from the assigned readings in your evaluations of the sites. Remember to look at similar sites to see if the competition is 'doing it better' in any way.

Question to remember:

- Who is the target audience?
- What is the purpose of the site?
- Do the pages chosen reflect the intended purpose?
- Could alternative media make the site or information richer? (Videos, audio, comment areas?)
- Possible costs associated with the changes. Can you use open source platforms or will you need commercial?
- Do the pages work in a variety of browsers?

You will introduce your findings in a 20 minute presentation. This will include using mock-ups of suggested changes to the websites. Make this presentation as 'professional' as possible by using the tools that best display your changes. For example, if you would like to change the layout of a page, take a screenshot of the page and edit it in a photo editing program. Alternatively, you may draw the website and changes on a large piece of paper/poster-board.

In addition to this presentation, you will provide the *board* with a report of your findings. This will include printouts of the original website, a short written report of of your findings (what works, what does not), suggested copy for the pages that need changing, suggested alternative media (including motivations for the choices), and copies of the mock-ups.

Companies:

Group 1: <http://www.hemnet.se>

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

Group 3: <http://www.svt.se>

Group 4: <http://www.skolverket.se>

Group 5: <http://www.visitumea.se/>

Group 6: <http://www.kanal5.se/>

Presentation Tips:

1. Do not sit.
2. Speak clearly and slowly.
3. It is ok to mess up. It is ok not to know every answer to every question. People do not remember your mistakes nearly as much as how you recover from them.
4. It is ok to use notes. But do not read from a script.
5. Technology can mess up. But try it out before you have to 'perform'.
6. Rehearse, Rehearse, Rehearse, Rehearse, Rehearse!

Rough Project Outline:

Please write a one page outline of your project. This is a status report. I would like to know the current stage of your research, and what you plan on doing with the site. Again, this is only one page, so I do not need every detail. This should be emailed to me by 24.00 on the day it is due.

Grade Determination:

You will be graded by myself and by your peers. (50% - my evaluation and 50% group evaluation)

You will all be given a form to fill in for both content and presentation. (Presentation will be based on the tips above). Content will be judged on the thoroughness of your research, the applicability of your suggestions, the creativity in your mock-ups/suggestions and the quality of your rewrites.

Remember

If you have questions, ASK. I love questions! You can email me, or you can can by the lab on the days specified in your syllabus. (*To use an old cliché... the only stupid question is the one not asked*).