

# ART 4909-01

## INTERACTIVE DESIGN 2

### THE STUDY OF WEB AS A MEDIUM OF COMMUNICATION (PART 2)

#### PROCEDURE:

Based on the readings and the exploration of the web completed in part 1 of this assignment, develop the following:

#### PART 2:

Define a criteria for analyzing the web sites selected within your group, analyze the web sites, and present your findings in class.

Based on the class presentation and discussion, present a report with your findings and conclusions from the analysis. Publish this report in the class blog under "Web Study."

#### Proposed criteria for discussion

Analysis of a particular web site:

- A. Content/Subject
  - Source of the communication (purpose)
  - User (needs, interests)
  - Context (similar web, situation – time for exploration, circumstance)
- B1. Organization of content (parts of the web site/navigation scheme)
- B2. Graphic user interface:
  - ▶ Grid design (communication, functionality)
  - ▶ Usability (communication, navigation, and accessibility elements)
  - ▶ Style (appearance and location of graphic, multimedia, and navigation elements)

ART + DESIGN DEPARTMENT  
UNIVERSITY OF MINNESOTA  
DULUTH

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Course #67281

T+Th, 2–3:50pm  
SPE 17

#### CONTACT INFO

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#### READINGS

Chapter 2 + 3  
*Web Style Guide*

#### SCHEDULE

Tuesday, January 30th  
Presentation of analysis in  
class, discussion.

Thursday, February 1st  
Submission of report