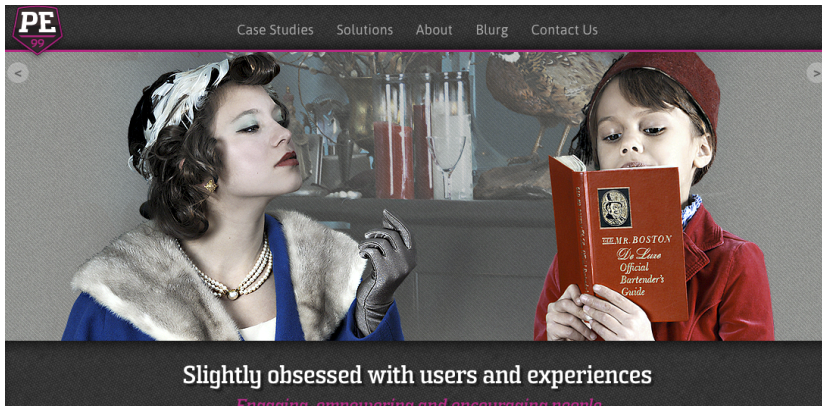


DESIGN, POST-ASSESSMENT



<http://www.spectrumpowderworks.com/>



<http://projectevolution.com/>

Directions

Design Principles

1. Visit the two Websites listed below. Explore through each site by visiting a minimum of five different pages on the site.

Website #1

www.spectrumpowderworks.com

Website #2

www.projectevolution.com

2. Please respond thoughtfully to the questions below in a three paragraph reflection. Use complete sentences and double space your document. Set up your reflection in a Google Doc, use the directions provided at www.mrscullen.com/images/sharinggoogledoc.jpg for proper setup.

Compare and Contrast

Paragraph #1: Describe what is similar, and what is different about these two Websites in terms of design and usability

Choose One Site

Paragraph #2: Analyze what you think to be the well designed Website. Consider elements and principles of design, photography and organization.

Paragraph #3: What is communicated? Consider idea, mood, target audience and message.

“Design is not just what it looks like and feels like. Design is how it works.”

~ Steve Jobs

Rubric

Design, Pre-Assessment

Design Principles

Task	Advanced	Proficient	Emerging	Score
<p>Description Compare the two sites, including subject matter, the elements of design (color, alignment, contrast, placement) and usability</p>	<ul style="list-style-type: none"> - Evidence of thoughtful engagement (15-10 points) - Uses 3-4 principles of design in the description (vocabulary art) (15-10 points) - Uses 3-4 comparisons and sitings of similarities and differences (15-10 points) 	<ul style="list-style-type: none"> - Some noted engagement (9-5 points) - Use 1-2 principles of design in the description (vocabulary art) (9-5 points) - Uses 1-2 comparisons and sitings of similarities and differences (9-5 points) 	<ul style="list-style-type: none"> - No engagement (4-0 points) - No use of principles of design in the description (vocabulary art) (4-0 points) - Does not identify any similarities or differences. (4-0 points) 	
<p>Analysis Analyze the designer's use of the elements and principles of art. Think about spatial strategies (alignment, size, placement and color) for increase usability function.</p>	<ul style="list-style-type: none"> - Can relate spatial strategies to the outcome, result or effect (25-15 points) 	<ul style="list-style-type: none"> - Identifies some choices that the artist made, but not connecting choices with effect (14 - 9 points) 	<ul style="list-style-type: none"> - Cannot identify choice that the artist made (8-0 points) 	
<p>Interpretation What do you think is trying to be communicated and to who, through the design of the site? What do you see that makes you think so?</p>	<ul style="list-style-type: none"> - Identifies 3-4 design principles/ photography composition elements which helps to identify the target audience and goal of the site (15-10 points) - Identifies 3-4 design principles/ photography composition elements which are purposely used to increase the usability of a site (15-10 points) 	<ul style="list-style-type: none"> - Identifies 1-2 design principles/ photography composition elements which helps to identify the target audience and goal of the site (9-5 points) - Identifies 1-2 design principles/ photography composition elements which are purposely used to increase the usability of a site (9-5 points) 	<ul style="list-style-type: none"> - Does not identify (or does so in a minimal way) design principles/photography composition elements which helps to identify the target audience and goal of the site (4-0 points) - Does not identify (or does so in a minimal way) any design principles/photography composition elements which are purposely used to increase the usability of a site (4-0 points) 	