

Screen Design Project

Project Overview

This project will require you to revise an existing instructional website. Specifically, you will

- (a) find an instructional web site
- (b) evaluate the web site using the screen design checklist (self-evaluation)
- (c) describe what's wrong with the site, why it is wrong, and how you would fix it
- (d) describe what is right about the site and why
- (e) revise at least five pages from the site using Dreamweaver, and upload it to MIT server
- (f) Get feedback from your peers on the revised design (in class feedback)
- (g) document your re-design decisions, and
- (h) submit your revised site's web address along with a report documenting the design problems you found and how you changed the screen design.

During the screen re-design process pay attention to at least 15 design criteria listed below and explain the features in your design document. Design your screens using Adobe Dreamweaver or Expression web.

1	BIAS AND/OR CULTURE (free of objectionable bias, appropriate for many cultures)
2	CLARITY (likely to be comprehended clearly)
3	COGNITIVE LEARNING AIDS (overview, cues, summary, chapter review, etc.)
4	COLOR (appropriate, supports media and content purpose)
5	CONTENT (relevant to objectives, up-to-date, accurate, copyright date)
6	DESIGN PRINCIPLES (contrast, repetition, alignment, proximity)
7	DOCUMENTATION AND INSTRUCTIONS (available, correct, etc.)
8	FEEDBACK OR OTHER ASSESSMENT (available, aligned with content and objectives, appropriate)
9	HELP (available, useful, easy to find)
10	LAYOUT DESIGN (effectiveness)
11	LEGIBILITY FOR USE (size, clarity, etc.)
12	MOTION (appropriate use, normal, exaggerated, slow)
13	MOTIVATION (likely to stimulate/ maintain interest)
14	NAVIGATIONAL HELPS (table of contents, glossary, index, buttons, menu, etc.)
15	ORGANIZATION, SCOPE, PACING AND SEQUENCE (obvious organization, reasonable scope, correct sequence)
16	PARTICIPATION AND/OR INVOLVEMENT (promoted, encouraged)
17	PHYSICAL USABILITY (easy to use or manipulate, stable, sturdy, storable)
18	PRACTICE ACTIVITIES (available, aligned with content and objectives, measure able)
19	READING and VOCABULARY LEVEL (aligns with audience description, content appropriate for level)

20	REALISM AND ACCURACY (represents real item effectively)
21	REFERENCES (complete and up-to-date)
22	SOUND AND SOUND EFFECTS (aligns with and relevant to content and visuals)
23	SPECIAL FEATURES (list and describe any special features of the media)
24	TECHNICAL QUALITY AND USABILITY (easy to read, free of flaws, easy to use, etc)
25	TYPOGRAPHY (font style, size, etc.)
26	VISUALS (relevant to objectives and content, follows design guidelines, verbal information aligns, etc.)

Criteria for Screen Design

1. 5 pages redesigned
2. Clear title for the website, and each page has unique subtitle
3. Navigation – Consistent navigation to all pages and easy to use. Make sure there are no broken links
4. Graphics – Make sure there are no broken images or graphics
5. Design Principles (contrast, repetition, alignment, proximity) applied
6. Consistency – Same look and feel applied to the entire site
7. Accessibility – Section 508 compliant (<http://validator.w3.org/>)
8. Browser Compliant – Works on multiple browsers (IE, Firefox, Safari)
9. Objective of the website is clearly described
10. External CSS linked
11. No typos or grammatical errors
12. Uploaded to MIT server

Requirements for Draft Submission – Nov 22nd 2010

When you submit the **draft version** of your project to class for peer review, please include the following items:

1. Upload the draft of screen design project including all five redesigned pages to the Windev/ MIT server
2. A brief, 2-3 page document describing your design decisions. Do not forget to describe what's wrong with the site, why it is wrong, and how you would fix it and what is right about the site and why. Also, include the narrative for the design principles you applied in the re-design.

Requirements for Final Submission – Nov 29th 2010

When you submit the **final version** of the project, please include the following items:

1. Draft URL of the screen design project
2. Complete screen design checklist (self and peer)
3. Final web address to the revised version of screen design project
4. A revised version of your design document.

Due Dates and Points

Draft: November 22, 2010

Final: November 29, 2010

Points: This project will contribute to 25% of the total grade in this course. The grading scale that will be used to grade the project is shown below.

1	Draft version of screen design project	25
2	Self-evaluation of the site that you choose to redesign	25
3	Final, revised version of the screen design project Submit final URL 1. 5 pages redesigned 2. Clear title for the website, and each page has unique subtitle 3. Navigation – Consistent navigation to all pages and easy to use. Make sure there are no broken links 4. Graphics – Make sure there are no broken images or graphics. 5. Design Principles (contrast, repetition, alignment, proximity) applied 6. Consistency – Same look and feel applied to the entire site 7. Accessibility – Section 508 compliant (http://validator.w3.org/) 8. Browser Compliant – Works on multiple browsers (IE, Firefox, Safari) 9. Objective of the website is clearly described. 10. External CSS linked 11. No typos or grammatical errors 1	150
4	A revised version of your design document.	50
	Total	250