Web Site Evaluation Memo Assignment

For this assignment, I want you to choose a web site. It can be anything as long as it is appropriate for class. Suggestions include but are not limited to: your favorite sports team, favorite musical group or performer, a news site, a humor/entertainment site, or a corporation, or even the web site for this course.

Imagine that you are a web design consultant and the owners of the web site have asked you to analyze their site. Don’t worry if you’re not an experienced web designer. Here are some suggestions on what to write about:

- navigation
- design
- use of color
- quality of writing
- integration of text and graphics
- appropriateness of the site for its target audience

If possible, discuss things you like and things you don’t like about the site. Finally, if you notice any ways to improve the site, mention them in your memo.

Please use a memo format, with proper identifying information at the top (addressed to the site owners. You may make up a name or names.) You may use an MS Word template. The text should be in block format: Single spaced, no indentation, with an extra space between paragraphs.

I will be looking for:

- the proper format (including identifying information)
- an informative subject line
- a clearly stated purpose
- organization

I expect your memo to be about a page long.