Instructions
Welcome to the TCO 285 Final Exam. This examination is designed to evaluate your current level of knowledge and skills in web design. This exam is worth 100 points toward your final course grade.

You may use any and all resources available to you, except you may not communicate with each other either in person or electronically while completing this exam.

Evaluation of Targeted Websites

Many examples of bad web design exist, but thankfully, many examples of good web design are available also. Distinguishing between good and bad design is a primary goal of TCO 285.

Jakob Nielsen wrote an article about the ten most violated home page design guidelines. His article is located at:

http://www.useit.com/alertbox/20031110.html

We’ve also discussed web design extensively in class. Other references on web design guidelines can be found at:

http://usability.gov/guidelines/ -- explore via the chapter list

Your final exam task is to comprehensively evaluate five websites using our discussions from class, Jakob Nielsen’s article on the ten most violated homepage guidelines, and the other 2 references listed above – as well as any others you choose to use.

First, create your own scoring mechanism (a gradesheet, scoresheet, etc) that allows you to rate the five websites based upon your desired guidelines. You may want to use a table or a spreadsheet for your score page. Feel free to use our website grading rubric as an example, but remember, it is not adequate for this task and the criteria it uses are not directly relevant to this task. The goal is for you to create your own website evaluation scoresheet. Your grade will be partially determined by the quality of this scoresheet. Your scoresheet must have at least fifteen criteria to rate the sites (but I recommend more.)
Evaluate the following sites:

1. http://www.about.com
4. Your choice
5. Your choice

Again, to complete this task, you are to:

1. Read the references listed on page 1.
2. Construct a score sheet – based on the references -- to evaluate five websites.
3. Use this score sheet to evaluate the websites.
4. You must evaluate the first three sites listed and then you may choose two additional sites of your own to review. Please choose sites that are legitimate and appropriate.
5. Write 3-4 paragraphs about each site to justify your scoring. Screen shots of the sites are expected in your written review.
6. Combine all of this -- your scoresheets for each site and the written reviews of each site -- into a single Word document.

Your completed final exam document should contain the following:

1. Introductory paragraph explaining your scoresheet
2. Blank scoresheet
3. Review of website one with completed scoresheet
4. Review of website two with completed scoresheet
5. Review of website three with completed scoresheet
6. Review of website four with completed scoresheet
7. Review of website five with completed scoresheet
8. Short conclusion (one paragraph)

Please develop this document(s) in Word (using Excel attachments is okay) and email to me on or before Tuesday, December 15, at 5:00 pm at codone_s@mercer.edu. Note – I will be at home on medical leave and will not be able to come to campus to collect print copies. Email only, please.

Questions are welcome – email me or call me. My office phone is 301-4185; home 475-0016.