

Reading Tasks

Each week that there is a reading assignment, you will be required to complete a task based on the reading (see the following page). On assigned dates, you will present your reading task to the class (see assignment date chart below). On days that you are not presenting, you are required to write a 100-word description explaining your choices or experience and post the task on Canvas.

August 27
#1: Things that Make us Think

August 29
#2: Billboard Design

September 3
#3: Street Signs & Breadcrumbs

September 5
#4: Homepages

September 10
#5: Usability Testing

September 12
#6: Larger Concerns

September 17
#7: HTML Code

September 26
#8: Learning Dreamweaver

#1: Things That Make Us Think

This week's reading addresses web design elements that make users "think" and how users read web pages—by "satisficing." This week's task is to locate either five items on one web page that makes users think, or five web pages with one item each that makes people think. You will also locate a web site that makes satisficing particularly easy or particularly difficult. Be sure to bring screen shots of each example and be prepared to explain why you chose them.

#2: Billboard Design

This week's reading addresses six main points: 1) visual hierarchies, 2) conventions, 3) breaking up pages, 4) obvious clickability, 5) noise, and 6) omitting words. This week's task is to **pick 3 of the 6** points and locate a good and bad example of each. Be sure to bring screen shots of each example and be prepared to explain why you chose them.

#3: Street Signs & Breadcrumbs

This week's reading addresses web navigation. On page 85 in Krug's book, he mentions a "trunk test." Your task this week is to find one website that passes the trunk test with flying colors and one website that fails the trunk test for multiple reasons (it's possible a website will do okay on some parts of the test, but fail miserably in others). Be prepared to show each website and how each succeeds and fails in different areas.

#4: Homepages

This week's reading addresses homepages. Your task this week is to find either one good or one bad example of each of the following:

- A homepage that "conveys the big picture"
- A homepage with a successful tagline
- A homepage with a successful welcome blurb
- A homepage with a clear place to start
- A homepage that uses pulldown menus

Be sure to bring screen shots of each example and be prepared to explain why you chose them.

#5: Usability Testing

This week's reading addresses the importance of usability testing. Your task this week is to find a website that you use frequently (to shop, find news and information, look up movie facts, whatever) and find someone that has not used the website before. Give your participant a task to complete on the website (don't make it too complicated.) Afterwards, talk with them for about 5 – 10 minutes and ask them the following questions:

- How would you rate this site in terms of being able to accomplish the task?
- What impression does the homepage give you? The overall website?
- If you designed this website, what would you change and why?

Take note of their answers and pay particular attention to any reactions of theirs that are different than you own. Come to class prepared to talk about the experience and what your user felt about the site that is different than you.

#6: Larger Concerns & Outside Influences

This week's reading addresses two main topics: goodwill and accessibility. Your task this week is to find two websites:

- One website that drained your reservoir of goodwill for whatever reason
- One website that does a poor job of making it accessible to all users

Be prepared to show each website and how each succeeds and fails in different areas.

#7: HTML Code

This week's reading addresses familiarization with Dreamweaver and writing HTML code. Your task this week is to create a webpage written entirely in HTML code, once in Notepad, once in Dreamweaver (follow the steps in the "HTML Basics" reading on Canvas). Add in at least one element not mentioned in the book. Bring your completed task to class. If you are presenting, show us your page and your code and explain the new element you included.

#8: Learning Dreamweaver

This week's reading continues to introduce Dreamweaver and HTML. Your task this week is to complete the exercises on pages 24 – 32 in your textbook. Bring your completed lessons to class. If you are presenting, please discuss any topic from any of the headings in the chapter.

#9: Setting Up a New Site

This week's reading addresses how to set up a new site. The reading task will be done in class. You will receive points for being to class and completing the task.

#10: Adding Text and Images

This week's reading addresses how to add text and images to your website. The reading task will be done in class. You will receive points for being to class and completing the task.

#11: Cascading Style Sheets

This week's reading addresses how to style your web pages using Cascading Style Sheets. The reading task will be done in class. You will receive points for being to class and completing the task.

#12: Page Layouts

This week's reading addresses how to create page layouts using CSS. The reading task will be done in class. You will receive points for being to class and completing the task.

#13: Advanced Page Layout

This week's reading addresses more advanced page layout techniques. The reading task will be done in class. You will receive points for being to class and completing the task.

#14: CSS3 Transitions and Web Fonts

This week's reading addresses CSS3 Transitions and Web Fonts. The reading task will be done in class. You will receive points for being to class and completing the task.

#15: Working with Tables

This week's reading addresses working with and using tables on your website. The reading task will be done in class. You will receive points for being to class and completing the task.

#16: Fine-tuning Workflow

This week's reading addresses fine-tuning workflow. This reading task is a bonus in case you missed any reading tasks earlier in the semester. It will be done in class as long as we stay on schedule throughout the semester. You will receive points for being to class and completing the task.

#17: Snippets, Library Items, and Templates

This week's reading addresses creating templates and using code snippets. This reading task is a bonus in case you missed any reading tasks earlier in the semester. It will be done in class as long as we stay on schedule throughout the semester. You will receive points for being to class and completing the task.