Website Planning Worksheet

Analyze the design on an existing website by completing the following:

*Pre-research* **Arts & Culture** *focus questions:*

1. How has the web helped some artists get recognition? (e.g. many musicians post their music)

2. What concerns about copyright are associated with artists and the web?

3. What problems with loading speed do some artistic websites encounter? (e.g. sound and animations)

Research questions:

1. Use a search engine, such as www.google.com or www.yahoo.com to locate an arts and culture website that is marketing a product or service similar to your sector interest. (e.g. fine arts, performance, dramatic production, music, dance, etc…) List the website address:

2. Describe the purpose of the website:

3. Describe the target audience for the website:

4. Explain why the design is appropriate for the purpose and target audience:

5. Describe design elements that are consistent throughout the website:

    ☐ Location of company identity: _____

    ☐ Navigation techniques: _____

    ☐ Font selection (i.e. size, style, colour): _____

    ☐ Visual layout and structure: (good, bad & ugly)_____

6. Comment on the overall usability of the website – is information easy to read and find? Why?

7. How might you, as an artist, use a website to promote your business idea?

Website Design Activity

1. The first step in planning a website is to define the purpose of the website. Websites typically have more than one purpose, such as to provide location and contact information, to provide hours of operation, to outline services provided, to provide product detail, and so forth. List the purpose of your website:

2. Who is the target audience for your website? (be specific: age, gender, social economic group, etc.)

3. A hierarchy chart is often used to illustrate the navigation structure of a website. For example:
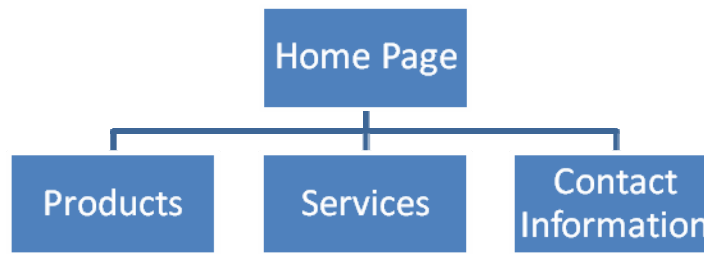
Use **POST- IT** notes to design the navigation structure of your website. Keep in mind that the purpose of the website should be reflected in the navigation structure.

4. For each page in the navigation structure, outline what content will be included on each page, showing titles and bulleted points.

5. Use the back of this sheet to affix your post-its.

Website Peer Assessment Checklist

Required elements:
- ☐ navigation structure

- ☐ multiple pages

- ☐ clear images/graphics

- ☐ concise textual descriptions

- ☐ company identity: including business name, logo, and other identifying elements if applicable).

Navigation:
- ☐ structure is complete

- ☐ organization is logical

- ☐ functioning links

Design Concepts:
- ☐ use of planning skills (website planning worksheet)

- ☐ suitable mood/tone that corresponds to selected business concept (e.g. heavy metal music

   should not be used to advertise a children's service website)

- ☐ appropriate white space

- ☐ consistent placement of elements (images, text, links)

Communication:
- ☐ communicates for appropriate target audience: style of language, choice of words

- ☐ uses proper style, size and colour of font

- ☐ clear and suitable images

- ☐ correct spelling and grammar

Comments:

Website author: _____ Assessed by: _____

Website Evaluation Rubric		
Criteria	**Teacher Comments**	**Level 1 -Limited** **Level 2 -Some** **Level 3 –Considerable** **Level 4 –Thorough** **R – below expectations** **I - Incomplete**
Knowledge		
Knowledge/ Understanding of content: • Required elements are added to the website (e.g. navigation structure, business name).		
Thinking		
Use of planning skills (website planning worksheet) • Navigation structure is logical and consistent. • Appropriate business content • Website pages include appropriate design concepts (e.g. white space, consistent layout)		
Application		
Application of knowledge and skills to: • Relevant content (eg. Arts and culture) • Correct use of software (technical skills)		
Communication		
Communicates for target audience • Chooses appropriate colours, images for audience • Spelling and grammar • Coherent		

Arts and Culture Website – Reflection

1. What other features would you like to add to your website to make it more artistic and effective?

2. What did you learn about the arts and culture sector activity by completing this activity?

3. Does your website help you to further pursue your career in the arts and culture sector? Explain.

4. Describe two problems that you encountered and had to solve.