

Redesign

ASSIGNMENT SHEET 1 SEPT. 2011

Identify a website that interests you, one that you think could improve. Analyze the site. How is the site organized? What defines the site's visual identity? Consider the probable goals of the site's owners, the audience and their needs, and the competitive environment in which the site exists. How is the site likely to change over time?

Propose changes to the site. These can take any form, from strategy to micro typography. Explain your proposed changes on paper.

DELIVERABLES. Two 11 in. × 17 in. sheets that document the changes that you would make to the site.

DUE: present in class on 8 Sept.