

# Evaluations

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The evaluation is worth 6 marks out of 50 – so 12% of the final mark.

Make sure that you spend **at least 20 minutes** writing the evaluation.

## Activity 2

Use this form to evaluate your product.

Save this form using your surname as the file name.

In your evaluation you must:

- **explain your important design decisions**

1. **Colour** – Not just what colour you used but how it relates to **Audience and Purpose**
2. **Font size** – Features for **Visually Impaired Users** (VIU). Reasonable size
3. **Type of font** – Consistent, easy to read fonts for VIU
4. **Headings** – Break text up and are another feature for VIU in order for them to have easy access around the website. Every page needs a heading.
5. **Added ALT text** – for **visually impaired users**. This would be read out to VIU in order for them to understand what images show.
6. **Short sentences/blocks of text** – makes reading content easier

- **justify your choices in relation to the client brief.**

Go back to the **client brief** and identify key points to include here.

**JUSTIFY CHOICES THROUGHOUT** – e.g. not just stating the use of a particular font or heading but stating **how** effective the outcome is with reference to the **theme** of the microsite, the **audience** and the **purpose** of the microsite.

- **suggest further improvements.**

**Relate these to the theme, audience and purpose.** What will grab the attention of the audience? What will help keep their attention and persuade them to do whatever the site is aimed towards?

e.g. adding video or photo galleries, making text more readable, other text to include (e.g. quotes from previous users) linking to social media – twitter hashtag/newsfeed, facebook