Website Evaluation Form

**Instructions for use:**

This form is intended to serve as a starting point for the form you will distribute to your web site evaluators.

*Before you distribute this form to your evaluators,* you should complete Section I General Information with the URL of your web site and your name.

**I. General Information**

1. URL of site evaluated: <https://www.artstation.com> and http://www.cgsociety.org\_\_
2. Author of site evaluated: \_\_Leonard Teo (Artstation) and Anna Cicone, Rhys Jenkin, Jonathan Chung, and Travis Bourbeu (CGSociety)
3. Evaluator’s first name:­­\_NAEUN\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**II.** **Web site was evaluated on the following system**

1. Type of computer (Provide as much information as possible, i.e., Sony PC running Windows 7, Intel Pentium 4 , 2.80 GHz, 4 MB RAM):

Macbook Air (13-inch, Mid 2013), 1.3 GHz Intel Core i5, 4GB 1600 MHz DDr3, Macintosh HD, Intel HD Graphics 5000 1536 MB

1. Browser (e.g., Internet Explorer 10.0, Safari 7.0)

Safari 10.0

1. Internet connection (e.g., cable modem, DSL, corporate or institutional):

Cable modem - Mediacom

**ARTSTATION**

**III Design and Development**

**Instruction**: For each of the questions below, rate your answer between one (strongly disagree) to five (strongly agree), and **explain your rating for the clarification**. Please take the time to explain your rationale in this form as it will help me write my Evaluation Report.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| **DESIGN** |  |  |  |  |  |
| 1. Document is subdivided into logical supporting pages or, if presented as a single page, it offers a table of contents with section links to avoid scrolling through entire document.
 | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedbackAll of the menus are provided above the website, which is easy to find. |
| 1. The site displays sound design principles, including uncluttered space, subdued backgrounds, and coordinated colors.
 | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedbackThe site is too cramped. Too many images on one page. |
| 1. Navigation is intuitive, easy to understand, and provides flexibility in movement.
 | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedback The menu above navigates the viewers easily to where they want to |
| 1. Homepage is linked from all subsequent pages.
 | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedback |
| 1. Multimedia elements have a clear purpose.
 | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedbackMost of them are showing the works that the people who use the website made.  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 1. Multimedia elements load quickly or file size is indicated with user option to download.
 | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedbackThe file size is not indicated but it does allow us to download and it loads quickly. |
| 1. Images include alt, height, and width attributes and offer initial thumbnail graphic if file size is large.
 | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedbackIt does not provide us the alt, height, and width attributes. |
| 1. Text is easy to read and contrasts with background.
 | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedback The site is generally dark but the texts are white so it is easy to read. |
| 1. Site content is widely accessible or appropriate adaptations or explanations have been made.
 | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedbackInformation that has to be provided are provided well with well explained explanations such as for career findings.  |

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| --- | --- | --- | --- | --- | --- |
|  | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| **CONTENT** |  |  |  |  |  |
| 1. Pages have clear and appropriate title in title bar.
 | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedbackAll the pages have clear and appropriate title in title bar |
| 1. Links are appropriate, clearly labeled, and have a definite purpose.
 | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedbackThose where links exist are clearly labeled with definite purpose. |
| 1. Links are up-to-date and functional.
 | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedbackThey seem to lead us to up-to-date information and very functional. |
| 1. Useful content is embedded no further than two layers deep.
 | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedbackThey are simple. |
| 1. Site contains in-depth content that encourages users to return.
 | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedbackI agree with this especially for the career menu. Provides very in-depth content on design-wise and for those who are finding jobs.  |
| 1. Information is accurate and current.
 | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedbackIt seems like the information are updated as soon as they come up. |
| 1. Site stimulates thinking and reflection or serves a useful purpose for an identified audience.
 | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedbackIt helps people to think about the artworks of other people |

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| --- | --- | --- | --- | --- | --- |
|  | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| **CREDIBILITY** |  |  |  |  |  |
| 1. Credibility is established by including information regarding author, affiliations, and credentials.
 | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedbackThe site does not provide information of the author of the site but it does tell us about the author of the artworks done by each people with their profiles.  |
| 1. Contact person with e-mail address is included.
 | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedbackThere is a separate menu, ‘contact us’, and the viewers are able to find all the contact information there (support@artstation.com).  |
| 1. Site is bias-free or explicitly states point of view.
 | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedbackThe site only provides the very facts not an opinion so it is bias-free. |
| 1. Material is original or includes appropriate citations with no copyright infringement.
 | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedbackMany of the materials are uploaded personally with their personal artworks so yes the material is original.  |
| 1. Correct punctuation, spelling, and grammar indicate care and attention to detail.
 | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedbackThe site is focused on multimedia so it does not have many texts but they are correct in their spellings, punctuation and etc.  |
| 1. Site indicates date(s) that material was created or updated.
 | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedbackIt does indicate an vague date such as a month ago, 2 months ago, but it doesn’t show us the exact date.  |

**CGSOCIETY**

**III Design and Development**

**Instruction**: For each of the questions below, rate your answer between one (strongly disagree) to five (strongly agree), and **explain your rating for the clarification**. Please take the time to explain your rationale in this form as it will help me write my Evaluation Report.

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| **DESIGN** |  |  |  |  |  |
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 | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedbackAll of the menus are provided above the website, which is easy to find. However, it is somewhat hard to find the menu bar |
| 1. The site displays sound design principles, including uncluttered space, subdued backgrounds, and coordinated colors.
 | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedbackThe website is neatly organized with coordinated colors, which are dark grey and white usually |
| 1. Navigation is intuitive, easy to understand, and provides flexibility in movement.
 | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedback Once you find the menu bar it is easy but since the menu bar is on the corner of the website it is kind of hard to find at one glance. |
| 1. Homepage is linked from all subsequent pages.
 | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedbackyes |
| 1. Multimedia elements have a clear purpose.
 | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedbackMost of them are showing the works made with the people who use the website. Videos such as tutorials are also clear in its purpose.  |

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| --- | --- | --- | --- | --- | --- |
| 1. Multimedia elements load quickly or file size is indicated with user option to download.
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| Please explain your feedbackIt does not provide us the alt, height, and width attributes. |
| 1. Text is easy to read and contrasts with background.
 | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedback The site is generally dark but the texts are white so it is easy to read. However, the red bolded texts are kind of hard to read |
| 1. Site content is widely accessible or appropriate adaptations or explanations have been made.
 | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedbackInformation that has to be provided are provided well with well explained explanations such as for career findings.  |

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| Please explain your feedbackThose where links exist are clearly labeled with definite purpose. |
| 1. Links are up-to-date and functional.
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| Please explain your feedbackI agree with this especially for the career menu. Provides very in-depth content on design-wise and for those who are finding jobs.  |
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| 1. Site stimulates thinking and reflection or serves a useful purpose for an identified audience.
 | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedbackIt helps people to think about the artworks of other people |

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| **CREDIBILITY** |  |  |  |  |  |
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| Please explain your feedbackThe site does not provide information of the author of the site but it does tell us about the author of the artworks done by each people with their profiles.  |
| 1. Contact person with e-mail address is included.
 | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedbackThere is a separate menu, ‘contact us’, and the viewers are able to find all the contact information there. Other than just general inquires there are also other contact information for various purposes. |
| 1. Site is bias-free or explicitly states point of view.
 | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedbackThe site only provides the very facts not an opinion so it is bias-free. |
| 1. Material is original or includes appropriate citations with no copyright infringement.
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| Please explain your feedbackMany of the materials are uploaded personally with their personal artworks so yes the material is original.  |
| 1. Correct punctuation, spelling, and grammar indicate care and attention to detail.
 | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedbackThe site is focused on multimedia so it does not have many texts but they are correct in their spellings, punctuation and etc.  |
| 1. Site indicates date(s) that material was created or updated.
 | 1 | 2 | 3 | 4 | 5 |
| Please explain your feedbackOnly for the videos for CGS TV but there are no dates when the people uploaded their artworks |

Naeun Park

Professor Emanuel

IS\_LT 4360

Feb. 5, 2016

Web Evaluation

 The sites I am going to evaluate are Artstation (<https://www.artstation.com>) and CGSociety ([http://www.cgsociety.org/career/)](http://www.cgsociety.org/career/%29). I chose the two websites because they seem to have similar purposes such as delivering the viewers with various artworks of other people and informing people with graphic design related jobs. The concept I am going to use for my final project is somewhat similar to both websites but I want my final project to be more visually attractive as in the aspect of the layer design. Both website also is similar in the aspect of their design. They all have a dark grey background with texts that are easily readable with white color. For the first page of both websites, they crammed the artworks of the people using their websites. They also have a separate menu for the artworks and both websites can be used like Facebook or Twitter, meaning that people can post their artwork on the website and other people can press ‘like’ for them or comment on them. Moreover, both websites have very detailed information for their ‘job’ and ‘career’ menu, providing the viewers with the appropriate information that they need for finding jobs such as the position, salary, and position details.

The difference for the websites, however, are that one is more focused on informing people with design related information and the other one is more helpful for those building portfolios or finding jobs. Artstation, for example, has a menu that says ‘Challenges’, which is a menu that has a list of festivals or competitions that people can participate in. Also, it has a ‘tutorial’ menu where people can watch tutorial videos and try to follow what the video does and make their own videos. Additionally, this website has a very well-developed page for portfolio & resume. ArtStation doubles up as a WordPress style solution for personal art sites. Each artist in the community is given a unique URL at the time of registration that they can opt into utilizing as their own website which can be more attractive when showing work to clients or prospective employers. ArtStation users can customize colors, resume information and links. CGSociety, on the other hand, has more information about what computer graphic is. For example, they have a ‘news’ menu where people can find what is going on the CG field and what CG really is in-depth. The site also has a workshop menu like the tutorial menu from Artstation but there are additional fee following for the videos on CGSoceity.

Moreover, when we see the homepage, compared to Artstation, it is kind of hard to find the whole menu because it is on the right corner of the website while Artstation provides the menu right above where we can find it easily. The galleries, however, I think CGSociety is more neat and simple because it shows the images with same size. However, Artstation seems to have different sizes of images all crammed together to look like a tile, which makes the viewers confusing to find the artworks they want to find. So I would prefer the CGSociety for the gallery. Artstation, on the other hand, has a benefit on the job list. While CGsociety has a job list that is kind of distracting because of the big red letters, Artstation tries to make it clean with the companies’ image and the only information that people might want to know.

Use Case 1: Finding other people’s artwork

You can go to the home page of the website and there is a tab below that says Community, Trending, Latest, Picks, Streams, which all leads to the artworks done by the people using this website. You can click on one of the artworks you think you want to see in detail and you can find the artists’ information. You can also comment or ‘like’ their artworks. It works the same in CGSoceity.

Use Case 2: Finding news about CG

If you scroll down from the home page, you can find News as the second menu (right after Featured Art). Or if you see on the right of the website you can see a red button next to the search engine and it will give you a list of the menu where you can also find ‘News’. You can click on whatever news you want to read and it leads right to it. It has both video news and articles.

Use Case 3: Contact information (CGSoceity)

If you scroll to the bottom of the website, you can find Learn, Inspire, Inform, and About CGs. Under About CGS, you can find contact and once you click on it you can find various contact information such as contact information for general enquires, editorial, advertising, public relations and more, which I thought was very detailed and useful for those using the website.

Use Case 4: Meeting the artists (Artstation)

If you go to the ‘Magazine’ menu you can see that there will be another page coming up with new menus. Above you can find ‘Artists Profiles’. It shows what they do and their artworks and brief biography of them. These information are really important for those who want to work in this field since it gives them an idea of what kind of artist that want to be and who they want to resemble.

Use Case 5: Challenge information (Artstation)

When you are on the home page, you can find the ‘Challenges’ menu above. If you click on it, you can see various challenges information with their dates on. You can find how you can apply for them and if you want to see the winners from the previous challenges, you can simply just click on ‘view winners’.