

# WEB DESIGN 2

## Final Essay

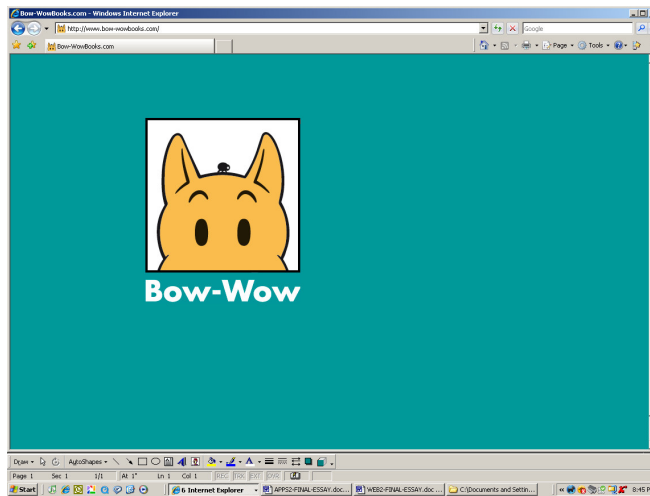
Name: \_\_\_\_\_  
Date: \_\_\_\_\_ Per. \_\_\_\_\_  
Points: \_\_\_\_\_ / 20

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**Objective:** This assignment requires that you demonstrate your understanding of the application of web navigation, usability, and design. This is a *formal* writing of at least 400 words. Staple this sheet on top of any supporting documents and hand it into the instructor. You may include print screens, hand drawings, and other supporting materials. The documents will be graded according to the 6+1 trait writing rubric for Ideas and Content and Organization. Keep in mind that rude comments will result in a deduced score.

Mark Newgarden and Megan Montague Cash, the owners of Bow Wow Books, have spent a great deal of time creating their own web site to publicize and sell their own line of children's books. The publisher, Red Wagon Books, has suggested "retuning" the web site. Mark and Megan have hired you to analyze their website.

Write a letter to Mark and Megan analyzing the design of [www.bow-wowbooks.com](http://www.bow-wowbooks.com). Using your knowledge of navigation, usability, and design persuade them to adopt a new design.



Organization \_\_\_\_\_ / 5      \_\_\_\_\_ / 10  
Ideas and Content \_\_\_\_\_ / 5      \_\_\_\_\_ / 10  
Total \_\_\_\_\_ / 20