

Assignment 4

Due: 1:15 PM, Thursday, December 5, 2002

Written Questions

1. Present five examples of serious violations of the graphic design principles we discussed in class. Each example may embody several violations, but should be selected to serve as an example for one particular design issue. Your examples should include coverage of issues related to spatial layout, perceptual qualities, and appropriateness. (Note: I have deliberately not said which graphic design principles fall into which of these three categories.)

For each example,

- Provide a screenshot.
- Describe the issue, *naming* all the graphic design principles violated.
- Suggest remedies. If the issue is cosmetic, show visually how it could be fixed.

2. Conduct a heuristic evaluation of the Macromedia Flash site *Principles of Graphic Design* at <http://www.mundidesign.com/presentation/index2.html>. Your perspective should be that of a user wanting to know as much as possible about graphic design.

Examine each “screen” of the site and look for usability issues. Organize your answer based on the sections of the site (Start Page, 1, 1(a), 1(b), etc.).

For each usability issue, include

- A description of the problem
- The principle it violates
- A severity ranking

(I recommend you wait to assess severity after you have discovered all of the usability issues.)

Nielsen’s list of usability heuristics can be found at <http://www.useit.com/papers/heuristic/>.