

Lecture 7: Web-Portfolio Critique

November 1, 2004

I. Housekeeping

A. Update on Exercises and Projects

1. Lab 6 due Recitation 8; Lab 5 will be returned to you shortly
2. Project 1 - Web Portfolio; Due Lecture 8 (extension due date is Lecture 9)
3. Web Portfolio Q&A Session after Recitation 8
4. Project 2 - Will be assigned Recitation 8; Town and topic selection by Lecture 8
5. Calendar - Quick glance (A word about the next month)

II. Web Portfolio Evaluation Criteria

A. Function = 40pts

1. Portal page is publicly accessible on the WWW - 5pts
2. Portal page display has maximum width of 1,024 pixels - 5pts
3. All links and buttons from portal to subsequent pages work - 8pts
4. Portal page indicates your full name - 2pts
5. Portal page has an operating link to the MIT web portal page - 2pts
6. All images appear and load quickly -5pts
7. All documents in the portfolio open properly (PDF, PPT, Word, etc.) - 5pts
8. All links and buttons on subsequent pages function properly - 8pts

B. Organization/Navigation = 20pts

1. Portal page effectively orients viewer (organization/navigation system is clear) - 5pts
2. Your web site has at least 3 other pages (not including the portal page) - 5pts
3. Each page has an appropriate title (appears in the title bar of web browser) - 5pts
4. Subsequent pages allow viewer to return to portal - 5pts

C. Design and Content = 20pts

1. Quality of text (e.g., grammar and spelling) is acceptable - 4pts
2. Image quality is acceptable (e.g., resolution, composition) - 4pts
3. Color, fonts, and other design elements are used consistently - 4pts
4. At least one 11.204 Lab exercise is available - 2pts
5. A link to work from/the syllabus for at least one other MIT subject is available - 1pts

6. A link to prior project/portal page for an organization where you worked or were affiliated is available - 1pts

D. Audience/Message = 10pts

1. Portal page is an interesting and professional representation of self - 6pts
2. Text (e.g., word selection and meaning) is appropriate for review by a potential employer - 2pts
3. Image selection is appropriate for review by a potential employer (e.g., meaning) - 2pts

E. Identity = 10pts

1. Student's concerns and interests in public issues are obvious to the viewer - 4pts
2. Student's CV or resume with contact information is available (PDF, Word, or HTML) - 4pts
Note: The quality of the CV or resume will not affect your grade.
3. Site contains at least one link to an external site which reveals student's interest - 2pts

F. RESOURCES

1. The web portfolio Q & A session
2. Contact and meet with your TA
3. Work with each other
4. Element K
5. Syllabus, Lecture 2: Link to Web Publishing at MIT
6. Syllabus, Lecture 2: Link to Web Style Guide, 2nd Edition (also on reserve in Rotch Library)

III. Portfolio Critique

A. Student Portfolios

1. Ian Reddy, Anna Brown, Sara Nafici
2. Anne Herbst, Susana Williams, Tracy Sayegh
3. Carlos Montanez, Todd Lieberman, Danny Cherian, Claudia Canepa

B. MIT and Other Faculty Portfolios

1. Professor Keith Hampton
2. Filippo Caprioglio, Professor Dirk Donath

IV. Next Steps

A. Reasons for Purchasing a Domain Name

1. [INTERNIC Whois search](#) (Who has already taken your name, or not yet?)
2. [World Intellectual Property Organization \(WIPO\) FAQ: Internet Domain Names](#)
3. [Nissan-dot-com dispute](#)

B. Search Engines and Page Rankings

1. [Google](#) (robot technology)
2. [Yahoo!](#) (listing, with a bit of preference for commercial advertisements)
3. [Looksmart](#) (for-fee advertisers only; affiliated with search sites such as Lycos)

C. Maintaining your portfolio

1. Your tenure at MIT
2. Resume and employment opportunities
3. Scholarships and other opportunities