

Directions:

Use this table as a checklist to evaluate classmates' Digital Portfolios. This reflects the activity on page 366 of Anderson: "Exercise your Expertise".

Viktoriya Tsikh

	Strong	Could improve	Comments
Are the website's goals clear? Does the website help readers to understand that this site is about the writer's journey of studying professional & digital communication?	X		Right from the start I knew what this website was about – "Welcome to my professional portfolio".
Does the website's tone and organization match the expectations & attitudes an SU classmate-reader might have toward a colleague showcasing their work in a digital portfolio?	X		Very professional.
Does the website's organization strategy help readers quickly find what they are looking for? Key points: -the website should help readers "reach their destination" rapidly -organization should match the reader's intuitive strategy for finding info -the website should quickly and easily show where to find answers to the questions readers are likely to have -the website should have few "clicks" for readers to travel from the homepage to info they want	X		It is set up by week, making the access to each week effortless.
Are there a <i>variety</i> of navigational pathways in the webpage to help readers (with different preferences and needs) find their way from the homepage to info they need?		X	I'm not sure that there's more than one way to navigate pathways.
Is it immediately obvious to a reader what the 'organizational pattern' is on the website (for example, by using commonly recognized grid patterns)?	X		Definite organizational pattern
Is text easy to read?	X		Plain and simple
Does the website feel unified visually and textually? Is there visual harmony? Are options visually apparent and matched with any textual labels? Are typefaces consistent, colors consistent, and design unified?	X		The typeface and colors are consistent, and the website feels visibly unified. The background stays the same throughout, making it flow nicely.

How does the site measure up when it comes to accessibility? Key points: -images should include alt text/tags -text should be relative sizes or clear and crisp -red/green directives should be also labeled with black text for colorblindness -clickable areas should be large -videos should have some text or captions and functional volume controls		X	The only problems I see is that the color chosen for the background was green, which may present a problem for colorblindness. However, the text and directives are in black.
How does the site seem to fare when it comes to global readers? Key points: -text simple, avoiding slang, avoiding specific cultural references some may not understand -images generalized and not overly specified to the author's culture to avoid confusion or even offense -it is helpful to include words with images -text should be simple so non-native speakers can use a translator tool	X		Viktoriya avoids slang, and uses simple text.
Does the site seem to follow ethical guidelines? Key points: -do not violate copyright laws -facts checked and/or information reliable and factual, avoiding generalizations or claims that are not backed up -nothing should be worded/visually represented in a way that could be confusing, cause harm or discomfort to diverse readers	X		Information provided is reliable and factual. It is presented in a way that is easy to read.
Overall: is the site reader-centered?	X		It's obvious that Viktoriya is writing for the reader.

Space for additional comments: