**English 282: Multimodal Writing for the Web  
Website Revision Pitch/Mock-Up Feedback Sheet**

**Purpose and Sites**

**Purpose**

As **reviewers**, our primary purpose is to provide feedback that helps the group move from pitch to first draft. As **presenters**, our primary purpose is to gather and assess feedback. Groups will use feedback to craft a revision plan for their first draft.

**Sites**

**Tuesday Sites and Keywords**

[Exmouth View Hotel](http://www.exmouth-view.co.uk/):

* Vacation
* Welcoming
* Culture
* Scenic

[Washington Trails Association](https://www.wta.org/):

* Inspiring
* Intutitive
* Engaging

**Thursday Sites and Keywords**

[Crossfit](http://www.crossfit.com):

* Join Crossfit
* User friendly
* Effective
* Aesthetically pleasing

[Online Math Learning](http://www.onlinemathlearning.com/):

* Interactive
* User-friendly
* Colorful
* Ad-free
* Kid-friendly (simple)

[Seattle Parks and Recreation](http://www.seattle.gov/parks/environment/discovery.htm):

* Community
* Informative
* Clear
* Concise
* Accessible

[Suzanne Collins Author Site](http://www.suzannecollinsbooks.com/index.htm):

* Modern
* Clean
* Professional
* Accessible
* Compelling

**Feedback Questions**

Save a copy of this sheet for each presentation you assess. After each presentation, the audience will have time to ask questions. I will then ask each student to focus on a specific feedback question. Answer your assigned question, save the feedback sheet, and email a copy to the group. You can also copy/paste your feedback into an email message.

1. Do you agree with the group's rhetorical analysis of the website? If not, what other audiences or purposes does the site have? Are there contexts or appeals the group should consider in their revision plans?
2. Do you understand all elements of the proposed site revision? If not, what confuses you?
3. How does the proposed site revision improve on the current site in terms of:

* Addressing the needs of the audiences the group defines?
* Fulfilling a clearly conveyed purpose?
* Effectively using design elements--emphasis, contrast, organization, alignment, and proximity--to communicate information, draw visual attention, or guide the viewer through the site?

1. Does the mock-up have a clear, consistent layout, appropriate color scheme, purposeful, well-placed images, effective font/font sizes, and clear navigation?
2. Does the proposed site revision communicate the message or mood captured in the group's key words? Why or why not?
3. What additional questions or suggestions do you have for the group?