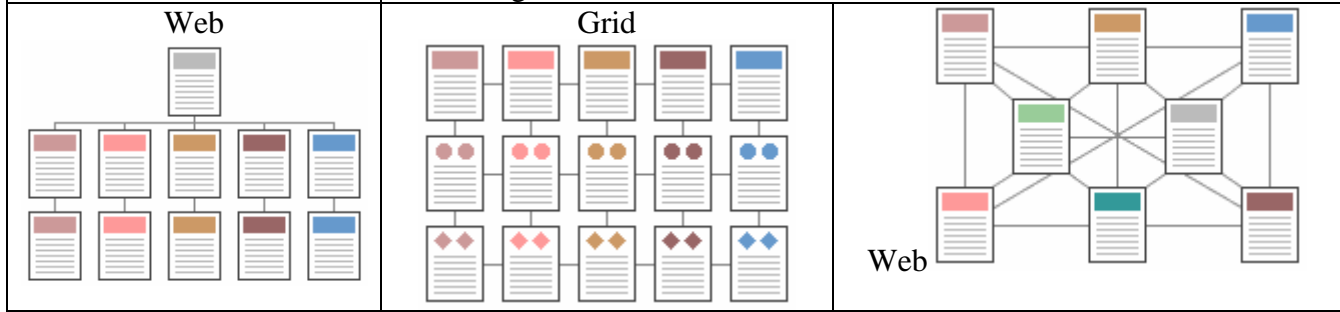


**History 283: Web Page Construction**  
**Prof. Bob Schwartz**

Title	Clearly indicates of the topic and or thesis of the page. This should be like a Headline in a newspaper
First sentence(s)	States the conclusion reached about the information on this page
Details	Follow and support the conclusion
Succinctness	<ul style="list-style-type: none"> <li>• The need to use about 50 percent fewer words than in ordinary writing; the need to get to the point right away.</li> <li>• Short texts are the rule.</li> </ul>
Scannability	<p>Enable readers to "scan" a page to find pertinent information rapidly. Enabling features include:</p> <ul style="list-style-type: none"> <li>• Headlines and sub-headlines, using font sizes to distinguish the levels: headlines are large; sub-headline 1, less large, etc.</li> <li>• Highlight and emphasis for matters of importance, key words, key phrases.</li> <li>• Bullet points</li> </ul>
Pages	<p>Are topical units; each one should:</p> <ul style="list-style-type: none"> <li>• contain a concise "chunk" of information</li> <li>• focus on a specific topic</li> <li>• carry a clear main point/conclusion</li> </ul>
Hypertext Structure	<ul style="list-style-type: none"> <li>• Provides links among related pages and related ideas.</li> <li>• Enables readers to choose topics of interest and the sequence in which they read them</li> <li>• Provides for linear and non-linear development. <ul style="list-style-type: none"> <li>• In print, each page is a sequence of a linearly developed "story."</li> <li>• In hypertext structure, each page is a topical "chunk" of information that can lead to a number of different destinations (related topics). The reader may proceed "linearly" as designed by the author; or non-linearly through a sequence of topics of her own choosing.</li> </ul> </li> </ul>
Levels of Content	<ul style="list-style-type: none"> <li>• A site is a nested hierarchy of related information</li> <li>• The general or broad ideas reside near the top of the hierarchy</li> <li>• The more specific points and details lie at lower levels</li> <li>• A reader should be able to read horizontally across pages of the same level; vertically, into further specificity; and diagonally, through links.</li> </ul>



**History 283: Check List for Evaluation**

<p><b>Main points prominent</b></p> <ul style="list-style-type: none"> <li>• Gateway/Introductory page lays out the main ideas and orients the reader to your site</li> <li>• Inverted pyramid (conclusion first)</li> <li>• Topic sentences</li> </ul>	<p>5 4 3 2 1</p> <p>5 4 3 2 1</p> <p>5 4 3 2 1</p>
<p><b>Quality of historical work</b></p> <ul style="list-style-type: none"> <li>• Accuracy</li> <li>• Specificity</li> <li>• Evidence &amp; Substantiation</li> </ul>	<p>5 4 3 2 1</p> <p>5 4 3 2 1</p>
<p><b>Extent of historical research</b></p>	<p>5 4 3 2 1</p>
<p><b>Connections</b></p> <ul style="list-style-type: none"> <li>• With the main themes</li> <li>• Within the unit</li> <li>• Within the site (other components)</li> </ul>	<p>5 4 3 2 1</p> <p>5 4 3 2 1</p> <p>5 4 3 2 1</p>
<p><b>Quality of Presentation</b></p> <ul style="list-style-type: none"> <li>• Clarity of writing</li> <li>• Meaningful organization</li> <li>• Transitions: phrases to prepare for departure; phrases to ease the arrival</li> <li>• Fully functioning navigation</li> </ul>	<p>5 4 3 2 1</p> <p>5 4 3 2 1</p> <p>5 4 3 2 1</p>
<p><b>Images identified</b></p> <ul style="list-style-type: none"> <li>• Title, author, date</li> <li>• Interpreted? (Some)</li> </ul>	<p>5 4 3 2 1</p> <p>5 4 3 2 1</p>
<p><b>Sources acknowledged using Chicago Manual of Style using author-date system:</b> cite sources used for ideas and information in parenthetical references within the text (Author date, page number), with link to a Works Consulted page giving the full citation. Be sure to include acknowledgments of web material.</p>	<p>See <a href="http://www.lib.ohio-state.edu/guides/chicagogd.html">http://www.lib.ohio-state.edu/guides/chicagogd.html</a> or <a href="http://www.chicagomanualofstyle.org/tools.html">http://www.chicagomanualofstyle.org/tools.html</a></p> <p>5 4 3 2 1</p>
<p><b>Design:</b></p> <ul style="list-style-type: none"> <li>• Font style consistent with protocol</li> <li>• Font size consistent with protocol</li> <li>• Readability: high contrast color schemes</li> <li>• Links: clearly designated</li> </ul>	
<p><b>Credits and Acknowledgements</b></p>	

5 is highest; 1 is lowest

**History 283**  
Web Page Content Evaluation

Site:

Evaluator: RS

**Check  
box**

**Comments/Suggestions**

Bread crumbs		
Page title: <ul style="list-style-type: none"> <li>• Identifies the argument/thesis/theme</li> </ul>		
Main point <ul style="list-style-type: none"> <li>• States the conclusion about the topic first.</li> <li>• Succinct supporting evidence (every word counts)</li> </ul>		
<ul style="list-style-type: none"> <li>• Use of visual images as historical documents: Interpreted?</li> <li>• Properly captioned?</li> <li>• Acknowledged?</li> </ul>		
Key Terms defined? Emphasized?		
Links to related topics/pages: meaningful? Operational?		
Levels of Content <ul style="list-style-type: none"> <li>• Broad to detail nesting</li> </ul>		
<p><b>Check box: 4 excellent; 3 good; 2 satisfactory; 1 needs improvement</b></p>		

Main suggestion: (continue on back)