Web Design Research

## #1 is required and you need to choose either #2 or #3 to do.

1. Research Web Site Planning (**REQUIRED**)  
   You are working as an assistant to the manager of Upscale Renovations, a firm that specializes in lawn and garden renovations. The marketing director is considering whether to create a Web site for Upscale Renovations, and asks you to conduct some research. Use a search engine and research information about planning a Web site. Write a 2-page summary of what you learned.
2. Explore Typography  
   Typography within a Web page is one of its more important elements. Start your browser and search for examples of Web sites that include what you consider appropriate typography and Web sites with inappropriate typography. Write a definition of typography and write a short summary of why you consider the Web sites to be appropriate and inappropriate (find at least 3 of each). Copy and paste the Web site addresses into your document.
3. Research Web Site Plug-ins  
   You are working as an intern in an animal shelter, helping the director design a Web site. He wants to show a video of the animals at the shelter on the site, and has heard that viewers might need a plug-in to view videos. He asks you to research the topic. Start your browser and search the Web for plug-ins. Prepare a list of and a short description of the plug-ins you found (at least 5). Create a summary statement describing how and why you could use each plug-in in a Web site. Include the link where you can download each of the plug-ins.

**Final Products:**

**You MUST do step 1**

1. 1 Item Needed for This Step.
   1. 2-page (MLA format) summary of information

**You must choose 1 of the following steps 2 or 3**

1. 3 Items Needed for this Step. (if you choose it)
   1. Definition of Typography
   2. Short summary of why you consider each of the websites to be appropriate and inappropriate (at least 3 sites of each – good and bad)
   3. The web site addresses used in your document (works cited)
2. 3 Items Needed for This Step. (if you choose it)
   1. A list and a short description of the plug-ins you found.
   2. Include a summary of how you could use each plug-in in a web site (at least 5)
   3. The links to where you can download each of the plug-ins must be included (works cited)