

Evaluating the Websites:

We begin looking at the candidates by evaluating President Obama's and Governor Romney's websites.

Presidential Candidate

Obama or Romney

Layout of Homepage:

circle one:

Consider: access, color, ease of entry, photos, multimedia - use your own criteria - tell me is this user friendly and effective - keep in mind the opponent, because in the end rate the two against one another.

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Get to know the candidate:

Each site has a place on page one to get to know the candidate - so get to know the candidate - Summarize what you read about he individual. Does it make you like them more? Trust them more? Want to vote about them? After reading

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## Issue #1:

They are obviously significant, but not the only thing that counts - choose one that you think significant. Read about it. Summarize it. Do you agree or disagree with the candidate's position?

[illegible]

## Issue #2:

They are obviously significant, but not the only thing that counts - choose another that you think significant. Read about it. Summarize it. Do you agree or disagree with the candidate's position?

[illegible]

## Multimedia Presentations:

The key to a website is video and audio. There's a lot out there - so go and learn about the candidate.

### Videos - watch two:

Not commercials...Watch a video that introduces you to the candidate - What is the video about - how does it explain the candidate's view? Is this an effective video? Why or why not?

**Video #1:** \_\_\_\_\_

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**Video #2:** \_\_\_\_\_

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## Multimedia Presentations:

The key to a website is video and audio. There's a lot out there - so go and learn about the candidate.

### Commercials - watch two:

Take a look at the candidate's campaign commercials. Choose two - identify the title and topic. Summarize the commercials - and tell me if you think they are effective.

**Commercial #1:** \_\_\_\_\_

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**Commercial #2:** \_\_\_\_\_

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## FACEBOOK:

Take a look at the candidate's version of Facebook. Describe it. Evaluate it. You know this stuff - is the candidate's site's effective? What do you think?

[illegible]

### Something Unique:

What do you see on this candidate's website that is particularly unique? Tell me all about it.

[illegible]

**Best Part of the Website:**

What is the most effective part of this website? Not the candidate...the website itself. Explain.

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**Worst Part of the Website:**

What is the worst thing about this website? Not the candidate...the website itself. Explain.

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**FINAL GRADE:**

...and finally (drum roll please) GRADE THIS WEBSITE for its effectiveness in presenting the candidate. It does not matter if you like or dislike him. Does the website work?

**Final Grade:**