

ICOM 210: Introduction to Social Media

Assignment: Critique

Point Total: 50

Overview: The student will provide written feedback of no less than 1 page (not including Works Cited section) detailing specific elements of the reviewee's website that can be improved. The reviewer's goal is to provide constructive, pointed feedback, *and* solutions to existing problems.

Objectives:

- Examine and evaluate a social media site and offer a constructive critique as demonstrated by an analytical breakdown of component parts
- Apply theoretical constructs about audience, social media, and technology as demonstrated by practical critique suggestions

Requirements:

- **Introduction:** An overview of the experience, with emphasis on what isn't working and practical solutions to fix.
- **Technology Suggestions:** Try out whatever functions are on the site (add RSS, comments, submit, ect) and point out problems; recommend Plug-ins
- **Site Analysis:** Go through each page on the site, providing suggestions for what might be improved. You will be required to find other sites on the Web that have similar themes and compare/contrast those with the Reviewee's
- **Content Suggestions:** Maps, images, video, text. What would you do or what would you suggest? Make 1-2 pieces of content for the site, submit it to the site owner, and include a note here that describes the difficulty you had creating/submitting. See below before you start.
- **Community Suggestions:** 5 websites that are related to this topic; 5 people on Twitter who should be followed; Communities that already exist

Grading: The well-written critique will include annotated insights from class and outside reading, as well as in-depth analysis that includes specific impressions culled from the site, and a depth of logical expressed in appropriate style.

	A	B	C	D	F
Intro					
Tech					
Site					
Content					
Community					
Writing					
Total					

* Any referenced material or thought that comes from a source other than the student must be attributed as such.