

Internet Time Machine

Due: 11:59 p.m. EST, Sunday of Unit 1.

Total Points: 50

Overview:

For this assignment, you will travel back in time as you experience what your favorite website looked like many years ago. You will examine what your selected website looked like at least 10 years ago and compare it to the current version you know today. You will analyze many different elements including, images, font choice, information included, usability, and visual appeal.

Instructions:

- Access the Wayback Machine (<https://archive.org/web/>), a digital archive of the World Wide Web and other information found on the internet.
- Select one of your favorite websites and browse the archive by typing in the website name in the search bar at the top of the page. Be sure that you select a website that has existed for at least the past ten years. Some examples of appropriate websites to search would be ones associated with corporations or institutions, such as, Amazon.com, NYTimes.com, Post.edu, ESPN.com, or Nike.com.
- Select a date to browse that is at least ten years old (2007). You may choose to analyze an even older version of the website if you wish. Click on the screen capture and complete a comparative analysis using the criteria below. Open up an additional window and access the current version of your selected website. This will make it easier to compare the two versions.
 - Layout: Describe and compare the layout of both websites. Does the older version feel outdated compared to the new one? What elements are different and how do they contribute to the overall visual appeal of the website? Analyze the use of both text and image in both versions. Is the older version heavy on text rather than visuals?
 - User-Friendliness: Analyze the usability of both versions. Which version is easier to use and why? What elements are helpful in each? Are there hyperlinks present? Links to other social media? What is the impact of these links?

- Visual Elements: Analyze the use of colors, types of font, and incorporation of multimedia like sound and video. What has been added to the current version? What is the impact of these choices on overall visual appeal and usability?

Requirements:

- Read the assignment instructions and rubric carefully before beginning.
- Use full sentences and appropriate academic language in all work.
- Follow standard APA guidelines (proper margins, double-spaced, 12-point Times New Roman, and cover page your full name, course, and date.
- Use APA citation format and include a reference/work cited page when necessary.

Be sure to read the criteria, by which your paper will be evaluated, before you write, and again after you write.

Evaluation Rubric for *Internet Time Machine* Assignment

CRITERIA	Needs Work	Satisfactory	Proficient
	0-10 points	11-13 points	14-15 points
Website layout	Does not provide an adequate comparison or description of website layouts or this section is missing.	Student compares website layouts and analyzes various elements through examples. Analysis may be missing minor details.	Student clearly compares website layouts and analyzes various elements with detailed descriptions and examples.
Website usability	Does not provide an adequate comparison of website usability or this section is missing.	Student compares the usability of the websites but may lack minor detail or quality examples.	Student clearly compares the usability of websites by providing detailed analysis and examples.
Visual Elements	Does not provide an adequate analysis of visual elements or this section is missing.	Student analyzes various visual elements but may lack minor detail or quality examples.	Student clearly analyzes various visual elements through detailed examples.
	0-3 points	4 points	5 points
Clear and Professional Writing and Format	Errors impede professional presentation; guidelines not followed.	Few errors that do not impede professional presentation.	Writing and format is clear, professional, APA compliant, and error free.