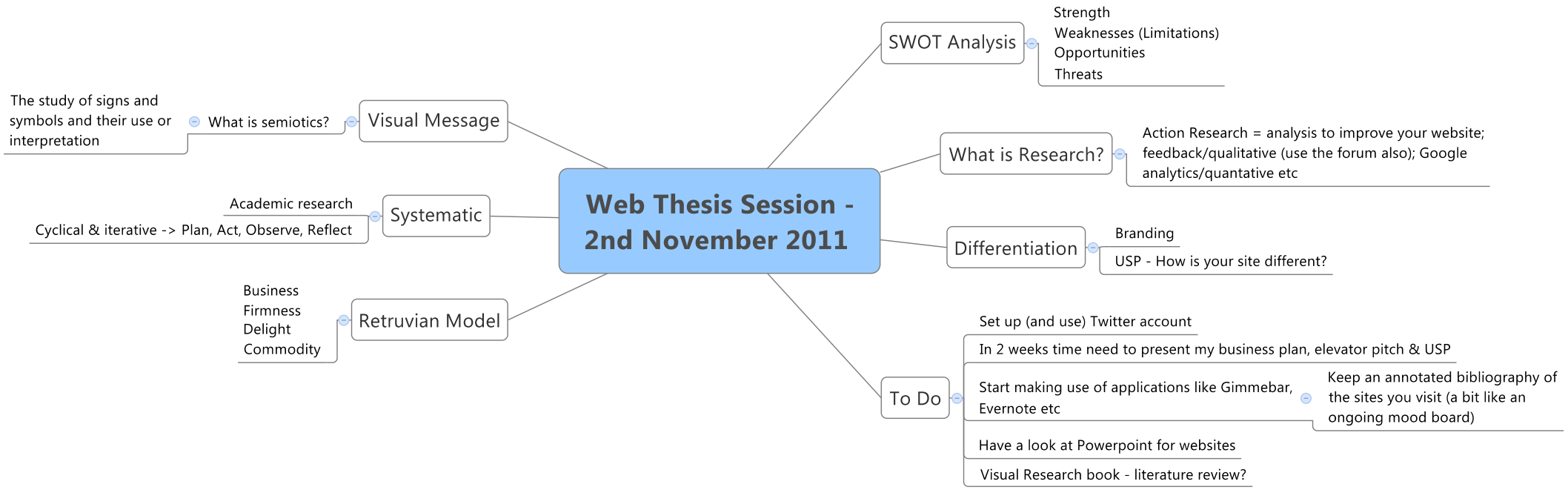
Notes


Web Thesis Session - 2nd November 2011
Visual Message
What is semiotics?
The study of signs and symbols and their use or interpretation
Systematic
Academic research
Cyclical & iterative -> Plan, Act, Observe, Reflect
Retruvian Model
Business
Firmness
Delight
Commodity
SWOT Analysis
Strength
Weaknesses (Limitations)
Opportunities
Threats
What is Research?
Action Research = analysis to improve your website; feedback/qualitative (use the forum also); Google analytics/quantative etc
Differentiation
Branding
USP - How is your site different?
To Do
Set up (and use) Twitter account
In 2 weeks time need to present my business plan, elevator pitch & USP
Start making use of applications like Gimmebar, Evernote etc
Keep an annotated bibliography of the sites you visit (a bit like an ongoing mood board)
Have a look at Powerpoint for websites
Visual Research book - literature review?