



Website Design Project (40 points)

Your justice website will be collaborative because it takes longer than a semester or a few weeks to build a robust, creative website with numerous content pages (but you can certainly build your own personal website later and will gain the skills to do that here). With a team, however, you can build an impressive website NOW, within the course of one semester, because each of you will build different content. To see a model of a collaborative website, see the Fall 2013 sample from English 201 students who were interested in issues of multilingualism. Click on the image at the homepage of the course website.

As we do throughout the semester, we are talking about digital projects as rhetorical spaces and places. As you design your website, understand yourself as someone operating in a larger rhetorical space than merely writing a paper for a teacher and a few peers in one classroom. Think of yourself as an artist, as someone with a message and idea to convey, much like Common theorizes in the background song playing on the website. When you create content online, you *"do it for the people,"* not for closed systems.

There are two aspects of this project. The **first aspect** of the project involves creating a subpage that discusses the design of your favorite websites. There are two goals here: 1) to think more critically about websites as rhetorical spaces and places; 2) to get comfortable with the architecture of weebly as a website, the platform that we are working with. By chronicling everyone's favorite websites, it also gives you a kind of design community online. Instead of having a space on your webpage that lists all of the websites that you visit frequently, you are linking to digitally kindred designers.

The **second aspect** of the project involves creating a detailed main page about the digital justice issue you have chosen. You are going to investigate three digital programs (like you do for your class presentations) that address this digital justice and add your own views and wisdom into the mix using a digital platform yourself!

The design of your first webpage--- a subpage--- will be scripted for you. The main page about your justice issue, however, will be ALL YOU: the topic, the design, and the wisdom!

Please refer to the point-spread below FREQUENTLY so that you know exactly what is expected of you. The point-spread here is not trying to simply capture the rules of a teacher; these points have been designed with the sole purpose of ensuring that your website is professional, intellectual, inspiring, in-depth and cohesive. You should walk away from this class with a digital footprint you can be proud of.

PART ONE:

Subpage/Rhetorical Analysis of TWO Favorite Websites (15 pts)

1) You have discussed two websites fully and equally (you do not talk more about one website than the other.)	
2) You have created a title on this subpage using the title tools of the BUILD FUNCTION (centered and made bigger) and you have titled the page using the PAGES FUNCTION.	
3) You have created an ORIGINAL header for your subpage (there is a webpage all about making headers on the course website that can help you) that spans the <i>entire</i> header area.	
4) You have a 250-word introduction in the first section on how and why you chose these two websites to discuss.	
5) You used the column function to create two columns: one for each website that you are discussing.	
6) You have two subsection titles: one for each column (titles are centered and font size is also	

larger).	
7) You wrote an interesting, in-depth 500-word rhetorical analysis of your FIRST website using your homework assignment (and the detailed guidelines from the course website).	
8) You wrote an interesting, in-depth 500-word rhetorical analysis of your SECOND website using your homework assignment (and the detailed guidelines from the course website).	
9) You have an image directly from your FIRST chosen website on this webpage (take a screenshot or do a google search for images on this website).	
10) You have an image directly from your SECOND chosen website on this webpage (take a screenshot or do a google search for images on this website).	
11) You have named each website and weblinked to each website in your writing (the weblinks must accurately work).	
12) You wrap up your writing in at least 150 words as a separate section under the two columns. You discuss: What do these two websites teach and tell you about web design? What will you keep in mind for your own webpages based on what you see these two websites doing?	
13) This page represents sophisticated rhetorical work: both your analysis and your own unique production are rhetorically effective!	
14) There are no surface errors on this page and all titles are capitalized correctly. There are no big or weird gaps in your design formatting either. You include your name on your first webpage (feel free to just use your first name if you want more anonymity.)	
15) You do something creative and extra with this webpage so that readers are not ONLY dealing with large chunks of words (or huge white spaces) to read and no visuals, sound, video, etc.	
Subtotal	

PART TWO: Main Page: YOUR DIGITAL JUSTICE ISSUE (20 pts)	
16) You explain why this topic/issue is important to YOU in an engaging and deeply personal way (i.e., no generic, high-schoolish statement about this being important to "society today").	
17) You have discussed three digital programs fully and equally (you do not talk more about one than the other and do not assume audience familiarity.)	
18) You analyze how and why each of the THREE digital programs targets a specific audience in deliberate ways with images, words, video, etc.	
19) You discuss who the audience of each digital program is in sophisticated ways (i.e., no Disney-world comments about how this text is for everyone on the planet).	
20) You make it clear why this issue/topic is a JUSTICE issue for you and why you want your audience to also see it that way.	
21) Your overall analysis is at least 1000 words and reads like a REAL webpage, not a school essay.	
22) You use at least TWO interesting outside sources in your writing to provide history, statistics, etc. You either weblink these sources or you use an APA bibliography at the bottom of your main page.	
23) You weblink to each of your THREE digital programs in your writing and include at least 2 other working weblinks.	
24) You have created a title on this main page using the title tools of the BUILD FUNCTION (centered and made bigger) and you have titled the page using the PAGES FUNCTION.	
25) You have created an ORIGINAL header for your main page (there is a webpage all about making headers on the course website that can help you) that spans the <i>entire</i> header area.	
26) You use the column function or Weebly's other interesting architectural elements to present and organize the writing on this main page.	
27) You use titles (centered and prominent) or Weebly's other interesting architectural elements to present and organize the writing on this main page.	
28) You include images on the website that are applicable to the content you are writing about. The images are left or right aligned and not free-floating on the page. All images are ORIGINAL unless the image relates to the person, thing, etc mentioned.	
29) You have put serious thought and time to the images, formatting, and overall design of your webpage.	
30) There are no big or weird gaps in your design formatting. You include your name on your first webpage (feel free to just use your first name if you want more anonymity.)	

31) There are no surface errors on this page and all titles are capitalized correctly. This main page looks like it belongs to a professionally edited website.	
32) You embed a prezzi or slideshare of your digital justice project. Its look matches your webpage's look or at least you have used an original background for your presentation!	
33) You do something creative and extra with this webpage so that readers are not ONLY dealing with large chunks of words (or huge white spaces) to read and no visuals, sound, video, etc.	
34) Your overall design of your webpage is as sophisticated and rhetorically savvy as the WEBSITES you said you liked!!	
35) Your main page works to inspire audiences just like the three digital programs that you are looking at. You are leaving a digital justice footprint!	
Subtotal	

GENERAL: Main Page: YOUR DIGITAL JUSTICE ISSUE (5 pts)	
36) You contributed to the design and content of the homepage and, generally speaking, did not drive your webmaster or group members CRAY CRAY CRAYZZZEE! Your work also does not jeopardize the professionalism and completion of the finished product.	
37) Your one-paragraph introduction on the homepage is both an engaging and interesting overview of your main page (it is YOUR job to write this, not the webmaster's!) There are no weird formatting issues for your segment.	
38) You contributed a biography and photo (it can be an avatar if that makes you more comfortable) to the BIO page of the website. There are no weird formatting issues for your segment.	
39) You put careful thought into your words, images, and video on this website and saw yourself talking to a public audience via the web.	
40) Your contribution--- as a writer, designer, and colleague--- to the website makes the entire thing stronger NOT weaker: you meet all deadlines w/o childish excuses, you come to class ready to work, you do more than just meet the minimal requirements, you do not cause anyone lose the will to live.	
Subtotal	

Total Score out of 40 Points		
<i>Grade Estimation</i>		
39-40	A+	
37-38	A	
36	A-	
35	B+	
33-34	B	
32	B-	
31	C+	
29-30	C	
27-28	C-	
26 and below	Failing	