Global Connections

Website Design Project

THE BASICS: All students are required to have a website that coincides with/exemplifies their Senior Project.

Specifically this means:

* Research and Action are “on display”
* The purpose of the website is to showcase the final versions, rather than the process of, research and action.
* Elements of Graphic Design should be articulated (i.e. students should be able to explain all “graphic design” decisions)
* To create equity, Weebly is the preferred format because it works well at school. However you may use other programs as long as they work at school, since work time will be allocated in class. Please be weary of sites you need to pay for.
* Create a domain name that demonstrates professionalism and name recognition. **It must follow the following format: gswla12ed.weebly.com (gswla + grad year + first and last initial)**

Criteria

* 1. Each student needs to have at least five pages
     + Home
     + Research
     + Action
     + In the News
     + Student Profile
     + Student Choice (Optional)
  2. On each page students should “showcase” their work. At a minimum each page should include:
     1. Home: Explanation of the year (without specifics included on other pages) – take from memo

E.g. Student A writes a research paper on the history of linguistics, then creates a 25 minute interactive presentation on the topic, and screens the documentary *The Linguist* to an audience of 40 plus students. In preparation for this event, she created a marketing campaign which included: bookmarks, posters, facebook announcements, gave class to class presentations, etc. For her home page, she would create an abstract summary for the entire project, being sure to include explanations of choices.

* + 1. Research
       1. Abstract (typed unto the page)
       2. Final Research Paper (including abstract) - Students may wish to revise their papers to an “exemplar level” for judging purposes
    2. Action
       1. Written explanation (with more specifics than home page abstract) of action
          1. Internships should include an profile of the company and reasons for creating a partnership with that company
          2. Events should include discussions of marketing choices, location, purpose
          3. Hybrid projects should use a combination of relevant items
       2. Evidence
    3. Student Profile
       1. Contact information (includes professional email address)
       2. Resume
       3. College Acceptance / Scholarships Earned / Future Plans
    4. In the News
       1. State of the Field - Three hundred word (300) explanation of the state of the field of study (i.e. cohorts) in 2012. This most likely will include speculation. For this assignment, no be verbs will be allowed.
       2. 5 articles relating to research paper, of which at least 2 are current events (within the last six months). The other 3 may be Literature Review material.

1. Article should be posted
2. Summary / analysis paragraphs should be provided for each article
   * 1. Student Choice (Optional) – if you want to add another page, you may, but it must be professional and relevant.

Copyright Issues

* Obviously plagiarism is unacceptable
* All media, sources, etc. must follow copyright regulations, i.e. permission must be granted by the publisher before including on the website

Elements of Design

* Typeface
  + At least two different fonts (think page title, paragraph title, paragraph)
  + Consider the following: readability, professionalism, field of study, mood/emotion
* At least two different colors
* Design on a Grid - Even if your web program does not provide a grid for you to use, remember to use these principles anyway
* Principles of Design –incorporate learned principles in your website design, including balance, repetition, contrast, harmony, dominance, unity, negative space
* Logo – your logo (one you created in class or an improved one) on at least the homepage of your site; clicking on it should always link back to homepage

**Grade: Major Benchmark**

**Due Date: March 13th (B) & 14th (A)**

Rubric:

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| --- | --- | --- | --- | --- |
| **CATEGORY** | **Excellent** (A) | **Good (B)** | **Satisfactory (C – D)** | **Needs Improvement (E)** |
| **Content** | All information provided by the student on the web site is accurate and all the requirements of the assignment have been met. | Almost all the information provided by the student on the web site is accurate and all requirements of the assignment have been met. Or all the information is accurate but not all of the requirements of the assignment were met. Information is not complete. | Almost all of the information provided by the student on the web site is accurate and almost all of the requirements have been met. If there is little information on the website, then it is satisfactory. | There are several inaccuracies in the content provided by the students OR many of the requirements were not met. Not enough content, very incomplete. |
| **Links (content)** | All links point to high quality, up-to-date, credible including links to their own pages that work. | Almost all links point to high quality, up-to-date, credible sites. AND many or most of the links, including links to their own pages, work. | Most links point to high quality, up-to-date, credible sites. AND some of the links, including links to their own pages, work. | Less than 1/2 of the links point to high quality, up-to-date, credible sites. AND few of the links, including links to their own pages, work or you have very few pages. |
| **Graphics** **/Logo** | Graphics are related to the theme/purpose of the site, are thoughtfully cropped, are of high quality and enhance reader interest or understanding. Space is used appropriately, keeping grid elements in mind. | Graphics are related to the theme/purpose of the site, are of good quality and enhance reader interest or understanding. Space is used appropriately. | Graphics are related to the theme/purpose of the site, and are of good quality. | Graphics seem randomly chosen, are of low quality, OR distract the reader. Poor use of space is implemented. |
| **Layout** | The web site has an exceptionally attractive and usable layout. It is easy to locate all important elements. White space, graphic elements and/or alignment are used effectively to organize material. | The web pages have an attractive and usable layout. It is easy to locate all important elements. | The web pages have a usable layout, but may appear busy or boring. It is easy to locate most of the important elements. | The web pages are cluttered looking or confusing. It is often difficult to locate important elements. |
| **Navigation** | Links for navigation are clearly labeled, consistently placed, allow the reader to easily move from a page to related pages (forward and back), and take the reader where s/he expects to go. A user does not become lost. | Links for navigation are clearly labeled, allow the reader to easily move from a page to related pages (forward and back), and internal links take the reader where s/he expects to go. A user rarely becomes lost. | Links for navigation take the reader where s/he expects to go, but some needed links seem to be missing. A user sometimes gets lost. | Some links do not take the reader to the sites described. A user typically feels lost. |
| **Work Ethic** | Students always use classroom project time well. Conversations are primarily focused on the project and things needed to get the work done and are held in a manner that typically does not disrupt others. | Students usually use classroom project time well. Most conversations are focused on the project and things needed to get the work done and are held in a manner that typically does not disrupt others. | Students usually use classroom project time well, but occasionally distract others from their work. | Students do not use classroom project time well OR typically are disruptive to the work of others. |
| **Color Choices** | Colors of background, fonts, unvisited and visited links form a pleasing palette, do not detract from the content, and are consistent across pages. | Colors of background, fonts, unvisited and visited links do not detract from the content, and are consistent across pages. | Colors of background, fonts, unvisited and visited links do not detract from the content. | Colors of background, fonts, unvisited and visited links make the content hard to read or otherwise distract the reader. |
| **Background** | Background is exceptionally attractive, consistent across pages, adds to the theme or purpose of the site, and does not detract from readability. | Background is attractive, consistent across pages, adds to the theme or purpose of the site, and does not detract from readability. | Background is consistent across pages and does not detract from readability. | Background detracts from the readability of the site. |
| **Fonts** | The fonts are consistent, easy to read and point size varies appropriately for headings and text. Use of font styles (italic, bold, underline) is used consistently and improves readability. | The fonts are consistent, easy to read and point size varies appropriately for headings and text. | The fonts are consistent and point size varies appropriately for headings and text. | A wide variety of fonts, styles and point sizes was used. |
| **Copyright** | Fair use guidelines are followed with clear, easy-to-locate and accurate citations for all borrowed material. No material is included from websites that state that permission is required unless permission has been obtained. | Fair use guidelines are followed with clear, easy-to-locate and accurate citations for almost all borrowed material. No material is included from websites that state that permission is required unless permission has been obtained. | Fair use guidelines are followed with clear, easy-to-locate and accurate citations for most borrowed material. No material is included from websites that state that permission is required unless permission has been obtained. | Borrowed materials are not properly documented OR material was borrowed without permission from a site that requires permission |
| **Spelling and Grammar** | There are no spelling or grammatical errors in the entire site. | There are a few spelling and/or grammatical errors in the entire site. | There are several spelling and/or grammatical errors in the entire site. | There are maybe many spelling and/or grammatical errors in the entire site. |