

## Group Website Design Project and Presentation

### Groups & Presentations

*Wednesday, 8/19.* Group 1

*Thursday, 8/20.* Group 2

**Materials due:** Website mock-up, usability report, and brief reflection due Monday, August 24 by 11:59pm in the Carmen Dropbox

### Assignment:

The Group Website Design Project is a collaborative project for which you and your group members will create a mock-up of a website design in Photoshop, compose a 1-2 page usability report on a topically related website, and present your website design and findings to the class.

In groups, you will design a Photoshop mock-up of a home page for a company or organization of your choice, real or imagined. Each group will present their web mock-up to the class, and all group members will receive the same grade for the assignment.

Each group will also write a usability report (1-2 double-spaced pages) regarding the effectiveness of a website belonging to a company or organization whose purpose is similar to that of your mock company. Your report will also be a part of your presentation. The web site you choose to review may be a “bad” example or a “good” example, and in your presentation you should compare this site to your own mock-up.

This project is worth **30%** of your grade. The website mock-up is worth 10%, the proposal is worth 10%, and the presentation is worth 10%. You will also be asked to compose a brief, 1-2 paragraph reflection about this project and the end of the quarter. This response will count toward your participation grade.

### *In-Class Meetings and Working Collaboratively:*

One of the purposes of this project is to let you hone your technical and professional writing skills in a collaborative environment. Over the next few days, class time will be set aside for you to hold meetings with your group members to discuss your project (and you are encouraged to meet outside of class as well, whether in-person or via phone or email).

As a group you will need to...

- Decide upon a company for which you will propose your website design
- Agree upon general strategies for creating a website mock-up, usability report, and presentation
- Set up a timetable for the production process of your project
- Divide individual responsibilities evenly
- Work together to create a single product

During studio session meetings (8/13, 8/17, 8/18), you will be required to turn in minutes stating what you accomplished during the meeting and what you plan to discuss and accomplish at the next meeting. Your performance during these meetings will contribute to your overall participation grade (15%).

### ***Website Mock-up:***

You are required to create a mock-up of the homepage of your website. However, you may choose to create mock-ups of other pages on the site if you feel it will help you illustrate and communicate your intentions for the design of the site.

Consider your audience: what types of navigation would they find helpful, and where? How might you distinguish between hyperlinks and regular text? What text would be useful to have on a homepage? Where might images be pertinent? What colors will you use—and how will you balance readability with aesthetics?

### ***Usability Report:***

The written report you create will be based on the strategies outlined in Chapters 11, 12, 13, and 17. In addition, your report will also need to include the following elements:

- A description of the web site you review and why it's relevant to your company (and your company's web site).
- A detailed explanation of the design of the website, in which you will describe the appearance of the website and explicate how the website's design achieves or fails to achieve its desired rhetorical effect (i.e., the strategies and aspects of the design that help communicate effectively to the intended audience).
- Research on competitors' websites. You will analyze the strengths and weaknesses of these sites and explain how your website will enhance your company's competitive edge.

Overall, the report will serve as an argument for or against the design of a competitor's website; your purpose is to convince the head of your company either to model a particular design or to reject a particular design. Your report needs to be 1-2 pages.

### ***Website Presentation:***

The culmination of this project will be the presentation of your work. In class, you will introduce your company and its mission, review your usability findings of a competitor's website, and use your website mock-up and other visuals (if applicable) to persuade your classmates of the efficacy of your design. For this presentation, you will demonstrate the presentation skills you developed watching and doing chapter presentations throughout the quarter. Your website presentation does not need to be interactive like the chapter presentations, but it does need to be engaging and persuasive. The presentation will be 20-30 minutes long and will involve all three or four group members.

### ***A Note on Grading and Collaborative Work:***

As noted in your syllabus, in group assignments, all students will receive the same grade as their group members. Your grade for these collaborative assignments is based on the *product* that you

and your classmates produce. Your individual performance during the processes of these group projects, on the other hand, will be assessed as part of your participation grade. For the website design project, I do expect you to divide responsibilities for the project, but I also expect you to work collectively to make sure each of the separate parts of this project come together as a whole. i.e., If you are in a group of three, **do not** divide your individual responsibilities according to each of the three major parts: the written report, the mock-up, and the presentation. Such a division would be neither equal nor fair; furthermore, I expect each of you to have a hand in each of the three major parts of the project. Successful collaborative work requires a balance of working individually toward specific individual responsibilities and coming together to participate in the shared authorship of your product. In addition to meeting together in class, you may find that you also need to meet outside of class, communicate via email, and/or work collectively on documents using technologies such as Google Docs.