

English 282: Multimodal Composition for the Web Website Revision Project

Due Dates

Site Redesign Pitch Due: Tuesday, October 20, or Thursday, October 22, during class; **submit visual aids to Canvas before class begins on your presentation day**

First Draft of Redesigned Site Pages and “About This Revision” Page Due: Tuesday, October 27; **submit URL to Canvas before class begins**

Final Draft of Redesigned Site, “About This Revision,” “Sources” and Project Reflection: Friday, October 30, by **10:00 p.m. via Canvas**

Assignment

Along with two or three peers, you will revise the content and design of a selected web site. Your redesigned site must include the following content:

- **Revisions of site home page and 3-4 additional site pages** (depending upon group size);
- **“About This Revision” page (300-500 words)** that defines your project’s purpose, analyzes strengths/weaknesses of the site chosen for revision, identifies key content and design changes, and explains how these changes effectively address—and perhaps expand upon—the site’s purpose(s), audience(s), choice of modes, and use of appeals; and
- **“Sources” page** that cites and links to resources used for site revision

In addition to the collaboratively revised site, individual group members will submit a **500- to 750-word project reflection** that discusses their role in the redesign process and the contributions of other group members.

Guidelines

1. Before beginning your revision, use questions from *Writer/Designer* and our class discussion of appeals to conduct a rhetorical/design analysis of your selected site. Doing so will help you generate content for the “About This Revision” page and decide what needs revision and why.
2. Successful groups will outline a process for completing projects and guidelines for working together. Our schedule of short assignments, redesign pitches, site drafts, and group conferences will help shape your timeline and process. However, you’ll need to complete additional, unassigned steps. The site redesign process typically involves assessing the current site, setting goals for the revised site, developing information

architecture, creating a rough sketch of the revised site, implementing revisions, testing, and launching. Define the stages you want to include in your project. Also decide who will take responsibility for specific tasks and how the group will manage conflicts.

3. Your revised site will include a blend of recycled, rewritten, and newly created material. Your group's combination will depend upon the strengths and weaknesses of the selected site as well as your goals for revision.
4. As you revise your site's visual design, remember the categories discussed in *Writer/Designer*: emphasis, contrast, organization, alignment, and proximity. Consider how you will use these elements to group information, direct viewers' attention, and facilitate intuitive site navigation.
5. If you want to add media to your site without creating images, music, or video from scratch, search the web for "no-cost, copyright-free" photos, music, or stock footage. You will, of course, cite the sources of media content.
6. Group members will have varying experience with web authoring. Class workshops ensure that everyone has a baseline level of proficiency. Groups should agree upon the authoring platform they want to use. If the group opts to organize labor by expertise, all group members should contribute design ideas.
7. Although the web is a public space, you may password-protect your site or use a pseudonym. Note that if you use an online website creator to author your site, your content will be stored on the company's server.
8. Groups will schedule one conference with me after receiving feedback on their pitches. If you would like to discuss ideas-in-progress before then, please feel free to attend office hours or schedule an appointment.

Resources

- "A Cooperative Approach to Web Design": <http://www.techsoup.org/support/articles-and-how-tos/cooperative-approach-to-web-design> (an overview of best practices at each stage of the design process)
- Copyright-Free Stock Photo Sites: Flickr: Creative Commons (<https://www.flickr.com/creativecommons/>), FreeImages (<http://www.freeimages.com>), morgueFile (<http://www.morguefile.com>), Negative Space (<http://negativespace.co>), RGBStock (<http://www.rgbstock.com>), and StockSnap.io (<https://stocksnap.io>)
- Creative Commons Music Communities: <http://creativecommons.org/music-communities>
- Documentation of website redesign processes from Princeton University Library (<http://libguides.princeton.edu/website-redesign>) and University of San Diego (<https://www.sandiego.edu/redesign/process/milestones.php>)
- *New York Times* overview of its 2014 site redesign (<http://www.nytimes.com/redesign/>) and *Slate*'s redesign review (http://www.slate.com/articles/arts/culturebox/2014/01/new_york_times_website_redesign_reviewed.html)

- *Web Design from Scratch*: <http://webdesignfromscratch.com/category/basics/> (design guidelines)
- Wix Tutorials: <http://www.wix.com/blog/2014/05/tutorials-for-wix-newbies/>

Grading

I will use a 100-point scale to assess the site redesign project. We will develop specific assessment criteria as a class. Failure to submit required drafts and participate in in-class peer review will result in a 10-point deduction from the final project grade, as the ability to consider and revise from feedback is an essential component of the course. Late final drafts will receive a 10-point deduction per day late, including weekends and holidays.