English 282: Multimodal Composition for the Web Website Revision Pitch

Length, Format and Due Date

Length: Ten minutes maximum
Format: Oral presentation with visual aids
Due Date: Tuesday, October 20, or Thursday, October 22; **upload visual aids to Canvas discussion area before class begins on your due date**.

Assignment

Groups will develop a pitch that outlines their planned site revisions and provides a design mock-up. All group members must speak for an equal amount of time. Moreover, they will use visual aids (PowerPoint, Prezi, Google Slides, outline) to structure their remarks and underscore key points. The pitch and mock-up should include the following elements:

Pitch	Mock-Up
- Name of site for revision - Site's audience(s), purpose(s), and context - Analysis of how effectively site content and design engages audience(s), communicates purpose(s), and responds to context - Planned revisions - Explanation of how planned revisions address current site weaknesses	- Layout for home page and subpages (if layouts differ) - Navigation scheme - Color scheme (decided or possible) - Fonts for header and body text - Selected images

The site revision pitch allows groups to receive feedback on planned revisions before they draft their websites. In addition, hearing others' plans will encourage groups to critically reflect on their own work.

Guidelines

1. **While I have listed the elements you should include in the pitch, you may organize them as you wish**. For example, you may identify the site's audience(s), purpose(s), and context as you analyze how effectively the site supports its rhetorical situation.

2. *Writer/Designer* **features sample mock-ups and questions to guide mock-up design**. Groups should also use the textbook's discussion of emphasis, contrast, organization, alignment, and proximity to shape design decisions.
3. **Although you will use visual aids in addition to the mock-up, your goal is not to read aloud slide or outline content.** Rather, visual aids should supply images to illustrate your points or key words to highlight main ideas.
4. **Speak from notes**. Although you may worry that nervousness will erase your memory, do not write out everything you plan to say. Speakers who do so tend to look only at their scripts or visual aids, not their audience.
5. **Speak slowly and loudly**. Your audience only has one chance to hear your pitch.
6. **Coordinate the pitch with your partners**. Each group member should know what the others will cover and when they will cover it.

Grading

I will use a 20-point scale to assess the site redesign project. We will develop specific assessment criteria as a class. Note that groups cannot reschedule their pitches; they must deliver them on their chosen date.