

WEBSITE PROJECT--GUIDELINES & REQUIREMENTS

Due Wednesday, April 14

The Website project is an opportunity for you to showcase all (or most) of the practical skills that you have learned during the course of the semester, and integrate them in a cohesive manner. Your site should consist of *at least* 4 pages: an **index** (home) page, **resume** page, **portfolio** page, and a **research/service learning project** page. Additional pages are allowed and may be necessary to appropriately convey content. Any additional pages must meet the general site requirements, and these are detailed below:

General requirements for the site include:

- Site should exhibit strong design, user-friendly navigation, clear and consistent layout, and professional appearance.
- Site should exhibit proper use of background, font, and colors.
- Site should be free of grammatical/spelling errors.
- Site must include at least one image that you created—this can be a scanned photo, a digital photo, or a graphic/artwork created by you.
- You may use other images, but they must not violate copyright laws.
- All images must have alt tags, be well placed, and working correctly.
- Each page must have an appropriate title.
- Each page must have a consistent navigation menu containing functional links to all other main pages (home, resume, portfolio, service learning, others).
- Each page must include an email link and “last updated” information.
- All links should be correctly hyperlinked and working.
- “About me”/Bio section: This may be its own page, or a component of a page such as your resume or home page. To enhance site credibility, an author of a site should provide background information about him- or herself, so do this by describing yourself. This section may be professional or personal in nature, and may be fairly terse or lengthy. In any case, be sure that this section is informative enough to ensure that your site’s accountability is not called into question and that any viewer of the site can be reasonably informed about its authorship as well as obtain a glimpse of your “personality.”

Details about each required page are as follows:

Index page:

- This is your home page, which must be saved as “index.html.”
- The design and content of this page will vary depending on your personal style of expression.
- General requirements above apply for the elements you include (i.e. if you include an image, it must not be a broken image, must have an alt tag).

Resume page:

- This page will contain an attractive and appropriately structured HTML text version of your resume.
- It will also include a link to a printable, PDF version of your resume.
- Both resume versions should have clear, professional formatting.

Portfolio page:

- This page provides you with an opportunity to showcase some of the professional work you have done.
- You must include four samples of work that you have created. Some examples could be news stories, press releases, or advertisements you have created for classes as well as other creative work such as poetry, visual art etc. You could also include work you have done for a summer internship or job outside of school.
- Your service learning project for this class may be included in your portfolio as well as projects you have done for classes outside the Journalism school—but keep in mind that if you plan to use your site professionally to try to get a job or internship, you want to use/publicize the projects/assignments that best represent the work you want to be doing.
- The organization of the work samples should be appropriate (extra pages, thumbnails, links to new windows, pdfs etc.).
- Work should be appropriately displayed, described, and introduced in a way to make the portfolio appropriate and appealing.

Service learning project page:

- This page should contain a summary of the important information you found in your research.
- Also include links to the three best Websites where people can find more information about the topic.
- **Note:** The format you use for your summary is open, but some possible formats include a “Ten things to know...”, a FAQ page, a multimedia page, or a primarily textual summary with hyperlinks.
- Your presentation should be appealing, user-friendly, and appropriate to your purpose.
- A link to a PDF version of your original article/essay should be included.
- You should include a metatag description.
- You should include metatag keywords.

Grading: This assignment is worth 115 points. Your final score on this project will be based on the overall quality of the individual sections/pages of your Website, your adherence to general guidelines and requirements, and quality of design and creativity. More detailed instructions will be spelt out in the labs.

This assignment is due on **Wednesday, April 14** at the **beginning** of the lecture class. You should bring a printout of your index page with your URL printed on it. Late assignments will be NOT be accepted and modification of sites after the due date is not allowed.