English 2311 – Technical Communications

Project 3 - Website Design and Supporting Analysis - Information

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Project 3 Objectives:

- To provide design and text which reflects the professional standards of an organization
- To use design and text which emphasizes a website's content and purpose
- To deliver design and text to help readers understand the structure and hierarchy of the information
- To rhetorically analyze an audience for their knowledge of a subject, their attitudes, and their reasons for visiting a website

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Corresponding textbook chapters:

Ch. 7 - Designing Print and Online Documents, p. 158

Ch. 8 - Creating Graphics, p. 197

Project 3 consists of two parts.

- Part I. is a website design.

- Part II. is a supporting analysis.

Part I. - Website – 50 points

Design four webpages for the fictional company described below.

Background for the Fictional Company:

Name of company: Go Faster Energy Drinks

NOTE! There is a real company called "Go Fast" which sells beverages. Do not use that company's graphics, design, or text!   Develop a new and creative website for a fictional company: Go Faster Energy Drinks.

Product: Energy drinks in a can

Flavors: Original, grape, cherry, and lime

Size: 16 ounce cans

Calories: Diet Go Faster - 0 calories per serving // Regular Go Faster - 100 calories per serving (one can)

Slogan: Go Faster Now!

Product carried by: Major grocery stores and gas stations across the United States; product also available in most vending machines

Employees: 250

Location of company: 1111 Main Street, San Miguel, Texas, 78454

Phone: 405/334-9823

Email address: contact_gofaster@gofaster.com

Company started in: 2005

Owners of the company: Joe and Josephine Gonzales

History of the company: you will develop a fictional history for the company

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Requirements for the website

- Develop four completed webpages for the Go Faster Energy Drink product described above.

- The website does NOT have to work, or be published online.

- You can create a (non-working; non-online) website with: PowerPoint, Microsoft Word, HTML, a web design software, Wix.com (free website tool), or any other website creation program you prefer.

- This is NOT a graphic design class, so I do not expect amazingly complicated, fancy graphics and webpages from you! Regardless, do you best to ensure that your webpages look professional and follow "Writer's Checklist for Designing Online Documents" page 194 in our textbook, as applicable.

- The site must include the following:

An ORIGINAL logo for the company, which is repeated at a consistent location on each page of your website. You can create a very simple logo with just text for Go Faster, or you could create a sophisticated logo with an image. The design of the logo is up to you. Refer to chapter 8 for information concerning graphics. Most importantly, be sure that your logo looks like a logo; it should catch the customer's eye and stand out distinctively from the remainder of the text on your website.

Develop the following four webpages: **Home**, **Products**, **About Us**, and **Contact Us**. As noted previously, the links do not have to work; this is not a working website.

- **Home** – should include the following items:

1) Introduce the product with text. Write 50-100 words in which you introduce the products and entice the reader to learn more about the products by browsing the website.

2) Provide the logo (your logo).

3) Showcase the slogan (Go Faster Now!)

4) Include at least ONE image (your choice).

5) Provide the navigational links to the other webpages.

- **Products** – should include the following items:

1) Provide a list of each Go Faster product. The product list provided in "Background for the Fictional Company."

Next to, or under, EACH product listed, write a few words describing that product to the consumer. In other words, what does the product taste like? How do these drinks make the customers feel? Why should consumers purchase this product rather than other energy drink products? Persuade the reader that these products are special and worth purchasing.

2) Provide the logo (your logo)

3) Include at least ONE image (your choice; be sure to use a different image from the one used previously).

4) Provide the navigational links to the other webpages.

- **About Us** – should include the following items:

1) Write a 100 word narrative concerning the history of the Go Faster Company. Some information is provided in the "Background for the Fictional Company," but add to that information and develop a fictional history for the company.

2) Provide the logo (your logo).

3) Include at least ONE image (your choice; be sure to use a different image from the ones used previously).

4) Provide the navigational links to the other webpages.

- **Contact Us** – should include the following items:

1) Contact information for the company. The company's email, phone, and address is provided in "Background for the Fictional Company."

2) Provide the logo (your logo).

3) Include at least ONE image (your choice; be sure to use a different image from the ones used previously).

4) Provide the navigational links to the other webpages.

IMPORTANT! Correctly Cite ALL GRAPHICS and IMAGES - Even the graphics and images created by you.

- For this assignment, original graphics (graphics created by you) are preferable, but you can use some graphics from the web if you cite them correctly.

- All graphics, even graphics and images created by you, must be cited on a separate Works Cited page at the end of the essay.

Below is information for citing a graphic on a Works Cited page:

Works Cited

Name of the artist – if available. "Title of the graphic in quotes – if available – or describe the graphic briefly in quotes."

Type of graphic: photograph, clip art, painting, clay sculpture, etc. *Name of website where you found the graphic*.

<URL of website where you found the graphic>. Date when you found the graphic. Web. Date the graphic was

published online – if available.

For example - graphics NOT created by you:

Jones, Janie. "Soda Can." Photograph. Packtpub.com.

<http://www.packpub.com/images/june/2011/modeling- can-img04.png>. 22 May 2016. 9 June 2011.

Cite ALL of your own graphics as well.

Your last name, your first name. Type of graphic. Day Month year.

For example - graphics created by you:

Smith, John. Graphic. "Red and green logo for Go Faster."   22 February 2017.

Gonzales, Jenny. Photo. "Photo of young person drinking out of can"   1 March 2017.

Submitting Part I. - Website - to the Dropbox

Please save the four pages of your website to a document (or documents) which can be submitted to the dropbox.

Do not submit just a link (URL) to your website. Submit psysical documents.

The following types of documents can be submitted to the dropbox:

- Adobe PDF file

- Microsoft Word files

- PowerPoint files

- JPG, GIF, or PNG files

- HELPFUL NOTE: If you create your website with an online website like Wix.com, you can perform a print screen of each page of the website, paste those print screens into Microsoft Word, and then save those print screens as one document in Microsoft Word.

  - On a personal computer (not a Mac), you can perform a print screen by holding down the "Function" and "Print Screen" keys at the same time. Then, hold down the "Control" and "V" keys at the same time to paste the print screen into Microsoft Word.

Part I . - Website - Grading Rubric

25 points - Content - appropriateness of website's text and design to the audience and purpose; persuasiveness of text; and appropriate length of text

5 points - Organization of website in a logical, seamless, easy to understand manner

10 points - Grammar and punctuation (website should be well-edited and error free)

10 points - **Graphics** are either 100% original, or correctly referenced on a Works Cited page

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50 points

Part II. Supporting Analysis – 50 points

Defining the Site: The Rhetorical Appeal

When designing a website for a commercial product, a website developer must consider the rhetorical appeal of the website.

Write a response of 300 words, or more, double-spaced in standard MLA format (see the MLA format example on our syllabus).

Please do not "bullet point" your responses. Write coherent, smoothly transitioning paragraphs which sufficiently respond to the questions below. Be sure to provide adequate details and explanations; this assignment is worth 50 points.

1. What is the overall goal or purpose for your Go Faster website? In other words, if Go Faster were a real company, why would the owners want a website? What purpose would the website serve?

2. Who is the intended audience for your Go Faster website?

3. What are the demographics for the Go Faster audience? (age, gender, socio-economic status, interests, education level, etc.)

4. What is the tone (emotion) of your Go Faster website?

5. How are the graphics you chose conveying information on the Go Faster website?

6. What colors did you choose for the website and how do those colors support the website's overall design?

7. How is white space (blank space) used to help separate information on the Go Faster website?

8. How do titles, subtitles, navigation, etc. help the reader transition through your Go Faster website?

9. When designing the Go Faster website, did you consider your audience with disabilities or multicultural audiences? If so, how so? If not, why not?

Submitting Part II. - Supporting Analysis - to the Dropbox

Submit your Microsoft Word file for Part II. to the "Project 3" dropbox. The Project 3 dropbox will also contain your Part I. - Website. The dropbox can accept multiple files.

Part II. - Supporting Analysis - Grading Rubric

5 points – **Format** - Part II. is correctly formatted in MLA style (see the MLA format example on the syllabus)

35 points – **Content** – Part II. is sufficiently detailed and adequately responds to questions 1-9 posed above

10 points **- Grammar and punctuation -** Part II. is well written and free of major errors

50 points total