

Website Map and Audience/Purpose Statement

COM 343

Dr. Alison Witte

ASSIGNMENT

In this project, you will create 2 documents: (1) a map or plan for your resume website and (2) a statement of audience and purpose that indicates who your intended audience is and how see them using your site.

Your website should be professional in nature and showcase your skills, talents, and experiences. The site must contain the following:

- A title that includes your name
- A functional navigation system
- At least 4 pages including an “About” page and a “Sample Work” page. (You may change the titles of these pages, but it must be obvious from the design and content what that these pages are included.)
- At least 2 images
- At least 2 links to outside content

Your goal is to create a site that potential employers can look at to assess both your resume and your web management/site building skills, so you also need to think about organization of the content on the site and about aesthetics.

FORMAT

Website Map

The website map should be a visual document that demonstrates what content will go on what page, and how pages will be placed into menus. Your goal is to plan and show how you will manage/organize the content you have or will develop for the site. The map should also indicate in some clearly labeled way what content already exists (meaning you have the document or text you need already written) and what content you need to create.

Audience and Purpose Statement

The audience and purpose statement should be no more than one single-spaced page. It should have 3 major sections, (1) Purpose/Goal for the Site; (2) Intended Audience; (3) Site Rationale, identified by headings.

- Purpose: Clearly indicate how you see the site being used by viewers. Simply saying “to see my skills” is not specific enough. What do you want them to be able to do with the content you are providing? Decide if they want to hire you? Learn about you as a person? Something else?

- Audience: Clearly indicate who you see as the viewers/users of this site. Again, potential employers is not specific enough. What field are you planning to work in? What types of work are you hoping to do? Are your viewers going to be people who Google your name or people you direct to your site?
- Rationale: Clearly articulate how the content you've chosen to include and the way you've organized it will be appropriate for the purpose you have in mind and the audience you have in mind.

IMPORTANT DATES

- Saturday 4/7 (Midnight) Completed Map and Statement due (Moodle)

ASSESSMENT

The rubric below will be used to this project when it is submitted for grading.

	Content & Purpose	Organization Paper	Presentation	Map	Requirements
An A Project (63-70 points)	<ul style="list-style-type: none"> Clearly indicates what the intended purpose of the site is Clearly indicates and describes the intended audience Clearly explains how the content and organizational scheme from the map are appropriate for the intended audience and will help users fulfill the intended purpose 	<ul style="list-style-type: none"> Consistently presents information/claims in the order a reader needs to understand the information that follows Consistently uses transitions to guide reader from topic to topic Uses clear headings to identify the 3 required sections 	<ul style="list-style-type: none"> Consistently uses aesthetically pleasing design choices Is relatively free of minor grammar and spelling errors and contains no major errors 	<ul style="list-style-type: none"> Clearly identifies menu and page titles Clearly demonstrates the location of pages and content on pages Has a plan that consistently follows the principles of user-centered design 	<ul style="list-style-type: none"> Includes the 3 required sections Includes a visual map of the site
A B Project (56-62.5 points)	<ul style="list-style-type: none"> Mostly clearly indicates what the intended purpose of the site is with a few lapses in logic or detail Mostly clearly indicates and describes the intended audience with a few lapses in logic or detail Mostly clearly explains how the content and organizational scheme from the map are appropriate for the intended audience and will help users fulfill the intended purpose with a few lapses in logic or detail 	<ul style="list-style-type: none"> Mostly consistently presents information/claims in the order a reader needs to understand the information that follows with a few minor lapses Mostly consistently uses transitions to guide reader from topic to topic with a few minor lapses Uses clear headings to identify the 3 required sections 	<ul style="list-style-type: none"> Mostly consistently uses aesthetically pleasing design choices Contains a few minor grammar and spelling errors and contains no major errors 	<ul style="list-style-type: none"> Mostly clearly identifies menu and page titles with a few lapses Mostly clearly demonstrates the location of pages and content on pages with a few lapses Has a plan that mostly consistently follows the principles of user-centered design with a few lapses 	<ul style="list-style-type: none"> Includes the 3 required sections Includes a visual map of the site
A C Project (49-55.5 points)	<ul style="list-style-type: none"> Generally clearly indicates what the intended purpose of the site is with some lapses in logic or detail Generally clearly indicates and describes the intended audience with some lapses in logic or detail Generally clearly explains how the content and organizational scheme from the map are appropriate for the intended audience and will help users fulfill the intended purpose with some lapses in logic or detail 	<ul style="list-style-type: none"> Generally consistently presents information/claims in the order a reader needs to understand the information that follows with some minor lapses and/or a few major lapses Generally consistently uses transitions to guide reader from topic to topic with some minor lapses and/or a few major lapses Uses headings to identify the 3 required sections with a few lapses 	<ul style="list-style-type: none"> Generally consistently uses aesthetically pleasing design choices Has some minor grammar and spelling errors and a few major errors 	<ul style="list-style-type: none"> Generally clearly identifies menu and page titles with some lapses Generally clearly demonstrates the location of pages and content on pages with some lapses Has a plan that generally consistently follows the principles of user-centered design with some lapses 	<ul style="list-style-type: none"> Includes the 3 required sections Includes a visual map of the site

	Content & Purpose	Organization Paper	Presentation	Map	Requirements
A D Project (42-56 points)	<ul style="list-style-type: none"> • Somewhat clearly indicates what the intended purpose of the site is with many lapses in logic or detail • Somewhat clearly indicates and describes the intended audience with many lapses in logic or detail • Somewhat clearly explains how the content and organizational scheme from the map are appropriate for the intended audience and will help users fulfill the intended purpose with many lapses in logic or detail 	<ul style="list-style-type: none"> • Somewhat consistently presents information/claims in the order a reader needs to understand the information that follows with several minor lapses and/or some major lapses • Generally consistently uses transitions to guide reader from topic to topic with several minor lapses and/or some major lapses • Uses headings to identify the 3 required sections with some lapses 	<ul style="list-style-type: none"> • Somewhat consistently uses aesthetically pleasing design choices • Has some minor and several major grammar and spelling errors 	<ul style="list-style-type: none"> • Somewhat clearly identifies menu and page titles with many lapses • Somewhat clearly demonstrates the location of pages and content on pages with many lapses • Has a plan that somewhat consistently follows the principles of user-centered design with many lapses 	<ul style="list-style-type: none"> • Includes 2 of the 3 required sections • Includes a visual map of the site
An F Project (Less than 43 points)	<ul style="list-style-type: none"> • Minimally or never indicates what the intended purpose of the site is • Minimally or never indicates or describes the intended audience • Minimally or never explains how the content and organizational scheme from the map are appropriate for the intended audience and will help users fulfill the intended purpose 	<ul style="list-style-type: none"> • Minimally or never consistently presents information/claims in the order a reader needs to understand the information that follows • Minimally or never uses transitions to guide reader from topic to topic with some minor lapses and/or a few major lapses • Fails to uses headings to identify the 3 required sections 	<ul style="list-style-type: none"> • Minimally or never uses aesthetically pleasing design choices • Has many minor and several major grammar and spelling errors 	<ul style="list-style-type: none"> • Minimally or never identifies menu and page titles • Minimally or never demonstrates the location of pages and content on pages • Has a plan that minimally or never follows the principles of user-centered design 	<ul style="list-style-type: none"> • Includes fewer than 2 of the required sections • Fails to Include a visual map of the site