

Persuasion Through Web Design

A Multimodal Writing Assignment

Assignment:

Design and create a webpage that is persuasive in nature. *Students who wish to collaborate on this project may design a website with more than one webpage.*

Directions:

Choose a topic about which you are passionate. Research your topic and compose a persuasive “essay” with a clear thesis that is supported by evidence from a number of credible sources representing a variety of texts from both print and digital formats. Your work should use clear and correct Standard English and demonstrate a strong awareness of audience.

Your “essay” will consist of the written word as well as several multimodal components that will ultimately be published on a webpage. There will be several required elements, some of which will be optional. These elements are outlined in the table below:

Required Elements	Optional Elements <i>(Choose at least one.)</i>
<ol style="list-style-type: none"> 1. A persuasive main article rooted in research, which is evidenced through MLA format and a Works Cited section at its conclusion. 2. A sidebar consisting of pertinent facts, a short interview, a chart or a graph, etc. 3. A minimum of three links to relevant to your topic (these may be links to your sources or to additional sources). 	<ul style="list-style-type: none"> ○ An original video. ○ A podcast. ○ A series of photos. ○ A slide presentation. ○ Other?
<p><i>Be sure that you observe all copyright laws and properly credit all works from which you cite materials.</i></p>	

Your page will be designed using Weebly or a web-hosting platform of your choice; you may choose one of its templates (recommended) or design your own. This decision should be made based on your individual experience, ability, and time frame.

Your finished project will be available for viewing by the public unless you choose to make it password-protected. If this is the case, you will need to share your password when you submit your assignment.

There are multiple tools available to you through Google Apps (see below) and you may also consider using free applications such as Audacity (for sound editing). In addition to these online tools, you are free to use your personal device for audio or visual recording or for capturing images. If you find you need something that is not available to you, please contact me for assistance in locating tools or equipment necessary to complete your project.

Google Apps:

Picasa – photo editing

Image Search – to locate images
Video Search – to locate video
Google Slides – for presentations
Google Drawings – for charts and graphs

As you work on your project, please note that we have guided workshop time (see the Timeline below) throughout the project, and that I am available via email for questions or issues that you encounter while working outside of class.

Timeline:

Week One—We will review and evaluate websites, submit a *Reflective Writing*, which shares your likes, your dislikes, the strengths and the weaknesses you observed, and ideas you have for your own site.

Week Two—We will conduct our Online Tools Workshop. A representative from our technology department will be here to present an overview of the tools you have available. We will also have time for you to try out the various tools that you might find helpful. This is also a time for you to share (via the shared spreadsheet that will be posted on Google Classroom) technological tools that you have used and found helpful. This will give others an opportunity to seek out your expertise.

Week Three—We will brainstorm topics and, for those of you who choose to work collaboratively, we will form groups. During this week, you will create and submit a *Written Proposal* for your project and plan for tool and equipment needs. Your *Written Proposal* should include your plan for addressing the key elements in composition, which are listed below. (*This portion of the assignment was developed using the “Heuristic for Audio Essays” from Multimodal Composition: Resources for Teachers.*)

1. **Thesis Statement:** Will your project have a thesis statement? Will it be implicit or explicit? Which type of thesis (explicit or implicit) would make your project more or less effective?
2. **Structure:** How will you structure your composition? Consider how and why you might apply these typical organization models:
 - a. Chronological Order
 - b. General to Specific/Specific to General
 - c. Question/Answer
 - d. Problem/Solution
3. **Introduction:** How will you introduce your project, and how will that introduction add to the project’s effectiveness as a whole? Will you use conventional introduction strategies? Will you “hook” the audience with something immediately compelling? Why or why not?
4. **Conclusion:** How will you conclude the project, and how will it add to the project’s effectiveness as a whole? Will you use conventional conclusion strategies? Will you

summarize the main point or points of your composition, while at the same time offering something new to your audience? Why or why not?

5. **Transitions:** How will you transition from one idea to the next?
6. **Coherence:** How will your composition work as a unified whole? What will you do to make sure that your project hangs together?

Weeks Four and Five—These two weeks will be dedicated to locating and preparing the material you will use to compose your webpage or site and to pull together the material into the various modes, both required and chosen. *Project Logs* will be due periodically during these two weeks.

Weeks Six and Seven—We will hold studio critiques with *Group-* or *Self-Evaluations* and *Peer-Reviews* and work on final revisions of your pages. Invitations will be sent announcing our final showcase date.

Week Eight—We will showcase our final products, conduct final *Group-* or *Self-Evaluations*, and write *Final Reflections*.