Purpose

This assignment will familiarize you with creating content for the web, and allow you to practice presenting you in a professional context online. Students may use a free web content creator such as, Weebly.com, Wix.com, or Wordpress.com. For students, familiar with HTML or CSS, etc., you may construct your website using Dreamweaver, Google Web Designer, or other web management software.

If you are less familiar with designing and publishing to the Internet, Weebly may be a more suitable platform. If you are confident with online designing, try Wix. However, some students see Wix as more user friendly. For this document, Weebly screenshots are presented, but Wix presents similar layouts for its design interface.

While both Wix and Weebly are free, you will receive emails from both companies and some features in the design screen cost extra. The companies will ask if you want to add premium (for a fee) content to your site. Note that ePortfolio and the Advanced Visual Argument Group Assignments (advocacy website) do not need premium content. **Therefore, there is no need to purchase anything for your websites.**

Students are also strongly discouraged from connecting to Facebook or using your Facebook login credentials when first creating your any account.

Once you have decided on a website name (example: http://chacal2.weebly.com/) you can add content by editing your initial page, which is a WELCOME, “splash,” or “landing” page. This entry page introduces you to your website visitors. On this page, you can explain to your audience things about you. You can add images, to enhance your textual information, too. “Authoring” is a term describing writing for the Internet. Authoring and designing webpages should include images and separate design elements with “whitespace.” Whitespace helps the eye move from one feature (text or visual) to another while helping your eyes rest. The same holds true for the colors you choose.

What should you include in your ePortfolio?

Well-designed websites provide a professional image of you and should include the following information and pages:
Website Assignment #1: ePortfoliо

- **ENTRY** or **HOME** page can and should include information about the things you enjoy, your interests, and goals. It also welcomes people by providing information about the entire site, your academic work, and information about your professional experience (optional).
- The **1312 ASSIGNMENT PAGES** collect and link to your work for this course. Both Wix and Weebly allow inserting dropdown menus based on how you arrange your pages.
- The **COPYRIGHT AND FAIR USE** page protects your content. (Text for this page is located on this page.)
- **REFLECTIONS** posted to a **BLOG SECTION** within the ePortfolio or within an Assignment page. (Some students place their reflections at the bottom of specific Assignment pages.)

**Requirements for these pages:**

- **ENTRY OR HOME PAGE:** A biographical description of yourself (approximately 100-150 words).
- **COPYRIGHT AND FAIR USE PAGE** (see text provided at link).
- **1302 ASSIGNMENTS** with a dropdown list that links to all assignments. The assignments section will hold information you choose about your completed assignments, including a page to hold your **ADVANCED VISUAL ARGUMENT** (Documentary or Advocacy Website)
  - **ASSIGNMENT #2** Genre Analysis
  - **ASSIGNMENT #3** Literature Review and Individual Research Report
  - **ASSIGNMENT #4** Advanced Visual Argument (Advocacy Website; an individual assignment) or group Documentary
  - **ASSIGNMENT #5** (optional) Presentation for the Visual Argument (a PowerPoint file embedded, or an embedded Prezi presentation)
- Use appropriate business grammar, punctuation, and language usage throughout. You may write in first person for your Home page and Blog Reflections.
- Include subject-appropriate visuals to add visual interest for your audience.
- May include links and embedded media (videos, music, etc.).

**Primary Audience**

Those viewing your site are your scholarly peers. Remember, though, that when you create content for the web it is public, and can be seen by anyone. See me if you require or want more privacy as the assignment can be adjusted for such needs.
How to Start

A good way to begin is to create a visual outline or storyboard. Use it to sketch out the arrangement and design for each section. Keep in mind the following specifications as you develop your site.

Be sure to publish your website once your updates are complete!

EPORTFOLIO EXAMPLES CREATED USING THREE DIFFERENT ONLINE CONTENT MANAGEMENT WEBSITES.

- Weebly.com: http://chacal2.weebly.com
- Wix.com: http://carolynrheadrapes.wix.com/chacal
- Blogger.com: http://chacal.us

Although linear and more difficult to separate with menus, you can adjust how your assignments are presented by changing the date published.

Five principles of design

1. **CONTRAST** makes elements of the design markedly different, yet coordinated. For example, use different fonts to separate and define a header from the body text (A sans serif like Helvetica for the header and Times or Garamond for the body).

2. **CONSISTENCY** occurs when similar elements resemble each other. An example of this is using the same size and style font for each heading, the same font, and size for the text, and the same design elements throughout the entire site.

3. **BALANCE** ensures the images and text are distributed so that each has equal weight. It also spreads out the page's content so each part of the page seems to have equal weight.

4. **GROUPING** keeps sets of like items together on the page.

5. **ALIGNMENT** aligns elements on the page. In general, it is a good idea to line up like elements on the page, either vertically or horizontally. On screen, elements out of alignment will distract your viewer from your content, whether visual or textual.