Professional Website and Usability Report (100 points)
Due: Thursday, September 10 @ 5pm to TSquare
Format and Submission: Professional Website should be submitted via a link to the textbox on the TSquare assignment. The Usability Report should be submitted as a Word doc (.doc/.docx) or PDF attachment to the same assignment

Assignment Instructions:
Online Professional Website (70 points): Students will design a public-facing professional website to host professional materials that will improve their online professional personas. Students will ultimately have control over what materials are hosted on these sites based on industry standards and conventions of their fields; materials may include an interactive resume, a personal statement, photos, and relevant links.

In the interest of time and efficiency, students should not build a website from scratch; instead, they should sign up for a free public-facing website such as Wordpress, Wix, or Google Sites. Students should aim to create a website that is easily updated and edited so that they can continue to use the website long after they complete this course.

Students should consider carefully design, layout, cohesiveness, navigation, usability, and content for their websites. Students should also consider ethical implications of their sites, including the use of images, links, and copyrighted material. Students should use the conventions of websites to design a reader-centered experience.

Please see the grading rubric for more information about how this website will be assessed.

Usability Report (30 points): After students have drafted their professional website, they will develop and conduct a usability report. Each student will have an opportunity to conduct the test in class on two classmates and should plan to complete the test 3-5 additional times outside of class. Each of these users will be asked to test the functionality and usability of the student's website and to provide the student with feedback. Students should keep ethical guidelines in mind while designing their tests and should work to avoid biasing their testers.

Based on the feedback from these tests, students will write a 2-3 page report (500-750 words) that will take the form of a memo.

This report will include:
- An analysis of the test readers as a sample audience
- The goals of your usability test
- A description of your test procedure and methods
- A summary of the feedback you received from your 5-7 testers
- A conclusion that describes how you revised your website based on this feedback
- An appendix that includes your interview questions/questionnaires

Be sure to consider WOVEN techniques while assembling your report: think carefully about document design and possible visual representations of your data. Please see the grading rubric for more information about how this report will be assessed.

Requirements:

Website: Website should be submitted to TSquare via a link. The website should be publicly accessible (Goggle-able), be professional, conform to industry standards, be visually appealing, and present relevant and important professional information to a broad audience. The design of the website should be appropriate for the material the student is choosing to present.

Usability Report: Student must conduct 2 user tests in class and 3-6 additional tests outside of class (5-8 total). 2-3 page report (500-750 words) must be submitted to TSquare as a Word or PDF attachment. You will likely not need external sources but if you do, you should cite them in MLA format and include a Work Cited page.

Website

Scale	Basic	Beginning	Developing	Competent	Mature	Exemplary
Rhetorical Awareness Response to situation, including purpose, audience, register, and context	Overlooks two or more aspects of the situation or assignment, and thus does not fulfill the task	Overlooks at least one aspect of the situation or assignment and thus compromises effectiveness	Attempts to respond to all aspects of the situation or assignment, but the attempt is incomplete	Addresses the situation or assignment in a complete but perfunctory or predictable way	Addresses the situation completely, with unexpected insight	Addresses the situation in a sophisticated manner that could advance professional discourse on the topic
Presentation Argument and take away	Involves an unspecified or confusing website; significance is not evident, presents the individual in a negative light	Involves an incomplete or unthoughtful website; not appropriate to the rhetorical situation, presents the individual in an unfavorable light.	Creates a simplistic website; lacks many hallmarks of professional online presence; presents the individual but is incomplete or difficult to navigate	Creates a straightforward website; demonstrates professional elements without creativity or individuality; presents the individual well	Creates a complex, unified website that clearly demonstrates professional qualities; appropriate for the industry; presents the individual well	Offers an inventive, expert-like view of a professional that clearly articulates sophisticated understanding of the industry; presents the individual in a compelling manner
Development of Ideas Evidence, analysis, and substance	Claims requiring support are not backed by necessary evidence; lacks analysis of major pieces of evidence; content is not substantive	Evidence and/or analysis is weak or contradictory; does not account for important evidence that could support or disprove the argument	Evidence provides minimal but necessary support to each point; attempted analysis is not sufficient to prove the argument	Evidence and analysis are substantive; they support the argument and related claims, but are mostly predictable	Evidence fully supports and proves the argument and all related claims; evidence is always paired with compelling analysis	Evidence and analysis are precise, nuanced, fully developed, and work together to enhance the argument,
Organization Structure and coherence, including elements such as introductions and conclusions as well as logical connections between points	Lacks unity in constituent parts; fails to create coherence among constituent parts; contains major argumentative holes or fallacies	Uses insufficient unifying statements; uses few effective connections; some logical moves necessary to prove the argument are absent	Uses some effective unifying claims, but a few are unclear; inconsistently makes connections between points and the argument; employs simplistic organization	States unifying claims with supporting points that relate clearly to the overall argument and employs an effective but mechanical scheme	Asserts and sustains a claim that develops logically and progressively; adapts typical organizational schemes for the context; achieves substantive coherence	Artifact is organized to achieve maximum coherence and momentum; connections are sophisticated and complex when required
Conventions Expectations for grammar, mechanics, style, citation	Involves errors that risk making the overall message distorted or incomprehensible	Involves a major pattern of errors	Involves some distracting errors	Meets expectations, with minor errors	Meets expectations in a virtually flawless manner	Exceeds expectations and manipulates conventions to advance the argument
Design for Medium Features that use affordances of the genre to enhance factors such as usability and comprehensibility	Lacks features necessary or significant for the genre; uses features that conflict with or ignore the argument	Omits some important features; distracting inconsistencies in features; uses features that don't support argument	Uses features that support the argument, but some match imprecisely with content; involves minor omissions or inconsistencies	Supports the argument with features that are generally suited to genre and content	Promotes engagement and supports the argument with features that efficiently use affordances	Persuades with careful, seamless integration of features and content and with innovative use of affordances

Usability Report

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Stance Argument, significance and implications ("so what" factor)	Involves an unspecified or confusing website; significance is not evident, presents the individual in a negative light	Involves an incomplete or unthoughtful website; not appropriate to the rhetorical situation, presents the individual in an unfavorable light.	Creates a simplistic website; lacks many hallmarks of professional online presence; presents the individual but is incomplete or difficult to navigate	Creates a straightforward website; demonstrates professional elements without creativity or individuality; presents the individual well	Creates a complex, unified website that clearly demonstrates professional qualities; appropriate for the industry; presents the individual well	Offers an inventive, expert-like view of a professional that clearly articulates sophisticated understanding of the industry; presents the individual in a compelling manner
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