**Website – Final Project**

**Purpose:** This website will be the centerpiece of your social movement project. The website should contain all relevant information about your movement, and should be a place where users can go to learn more about your cause. Your website should also showcase what you have learned in this class about web design, navigation, typography, color theory, and the use of technology in social movements, among other concepts.

**Software:** We will be using Weebly.com to create a free account and corresponding website. If you already have a Weebly account, please log in to your account and create a new site. **You are NOT required to buy the Weebly Pro service.** There will be no penalty to your grade for using the free service. If you have advanced coding skills, you may use whatever software or materials you wish in order to create your own site from scratch. Please indicate to me that this is the route you are taking.

**Weebly:** This website is a drag and drop system. This website creator enables you to do the following:

* Post images, videos, and YouTube videos
* Create in-site links and external links
* Link to social media (Facebook, Twitter, Google +, etc)
* Create pages and drop down menus
* Alter page layout with moveable columns and layouts
* Establish a color theme and access theme layout options
* Embed code
* Check website statistics

**Weebly Support:** Weebly also has a great support center that can answer many of your questions about the site. They also have a surprisingly quick response time with emailed questions. If you are experiencing technical difficulties, email their help center and you should receive a response (usually quite helpful in fact) within 48 hours.

**Website Requirements:** Home Page, Blog, History/Background Page, 2 pages of your choice

**Grading Rubric:** See the full rubric below for more detailed information about website requirements

**Point Breakdown:**

* **5/10** = Outstanding work. Adhered to all requirements. High quality and creative work.
* **4/8** = Solid work. Adhered to most of the requirements. Work is mostly high quality.
* **3/6** = Job done. Completed some requirements. Average quality and creativity.
* **2/4** = Poor work. Did not complete most requirements. Quality of work is poor.
* **1/2** = Poor work. Did not complete most or all requirements. Work is unfinished and poor quality
* **0** = Did not complete.

**Grading Rubric**

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| --- | --- | --- | --- | --- | --- |
| **Followed Directions**   * Followed through with all homework assignments * Completed the required pages * Website’s focus is your cause/movement | **1** | **2** | **3** | **4** | **5** |
| **Layout**   * Visual direction guides viewer’s eye * Information is organized and easy to read * Layout style is consistent across pages * Logo is appropriately placed on website | **1** | **2** | **3** | **4** | **5** |
| **Color Scheme**   * Colors chosen work well together * Uses an appropriate amount of colors * Color scheme sets an appropriate tone for the site | **1** | **2** | **3** | **4** | **5** |
| **Navigation**   * Main menu categories are appropriately titled * Sub categories are appropriately titled * All links (internal or external) are appropriately marked * Navigation is intuitive and user friendly * Navigation is purposeful and necessary | **1** | **2** | **3** | **4** | **5** |
| **Typography**   * Font size is consistent and readable * Font color is consistent and readable * Font displays an appropriate tone given your cause | **1** | **2** | **3** | **4** | **5** |
| **Use of Media**   * Media content aligns with website purpose * Media use is not overwhelming to users * Media is used to compliment the content and provide users with a quality experience. | **1** | **2** | **3** | **4** | **5** |
| **The Hub**   * Website has an appropriate title and URL * Website serves as the focal point of your movement * All social media profiles for movement are connected to your website | **1** | **2** | **3** | **4** | **5** |
| **Mechanics/Grammar**   * Grammatically correct incorporation of quotes and other cited materials * Shows evidence of proofreading * Well-structured sentences * Uses active voice * Subject-verb agreement and tense agreement * Appropriate use of pronouns and articles | **1** | **2** | **3** | **4** | **5** |
| **Beta-Tested**   * All links are active and work properly * Each page and whole website feels complete * Videos work properly and load correctly * Images are high quality and sized appropriately | **2** | **4** | **6** | **8** | **10** |
| **Content**   * Content is appropriate for the cause * Content on each page is appropriate for that page * Resources featured make sense given cause * Goals and purpose of the cause are well thought out | **2** | **4** | **6** | **8** | **10** |
| **Creativity**   * Utilized the tools available to you * Created pages that are visually pleasing * Thought outside the box when creating pages * Site is unique and stands out * Used other successful websites as models or inspiration | **2** | **4** | **6** | **8** | **10** |
| **Communication/Writing Style**   * Language used is appropriate given your cause * Writing is clear and demonstrates knowledge of cause * Images and videos align with website message | **2** | **4** | **6** | **8** | **10** |
| **Overall Theme**   * All additional media/social media profiles maintain website’s theme * Language is consistent across media (ex. Facebook and Twitter profiles) * Color scheme and imagery consistent across media | **2** | **4** | **6** | **8** | **10** |
| **Site’s Overall Success**   * Quality of work is strong * Work is creative and inventive * Site displayed well thought out ideas * Site displays well executed technical skills * Site demonstrates some consideration for translation to mobile devices | **2** | **4** | **6** | **8** | **10** |
| **Total Points /100** | | | | | |