*Unit IV*

**Professional Website**

For our final unit, we’re going to explore professional websites, and you’re going to compose your own. This website has transferable skills and application to the outside workforce, particularly when applying for a job. Many (to most) job applications are produced online and offer various means to represent a person’s identity and image. Besides the typical resume being mandatory in the application process, one optional category that applications offer is the chance to insert a personal domain or website. These domains can be seen as a marketing device of a person’s character, previous work history, contact information, creative portfolio, etc. These spaces allow you to showcase who you are.

As culture continues to advance in technology and as we continue to engage in technology on a daily basis, composing a digital literacy will allow us to explore the composition process of creating a webspace. This unit builds on themes of previous units: analyzing situations, identifying audiences, evaluating layout/design/color schemes, etc. You will have the opportunity to choose from various templates and, in some way, make the space how you want it to be. First, we will explore the genre of professional websites which will allow us to better understand its expectations before creating our own. The professional website, ultimately, provides application – it allows us to use what we’ve learned over the course of the semester for something that will hopefully increase your marketability and knowledge of rhetoric.

Over the course of the semester, we’ve engaged in different genres that, to some, may not seem as applicable to your chosen career or major. While we’ve confronted that line of thinking by showing and arguing how ideas and techniques transfer from one genre to another, I acknowledge that some people evaluate success or lack thereof on some sense of materiality. Therefore, I see the digital literacy narrative as an applicable genre to all fields of study. I believe that the professional website offers a material element to help you succeed in the future job market, and I think this unit, though shorter than the others, will be extremely valuable to you.

When composing your website, you may need to address such issues as:

* Who is the intended audience? Who will be accessing this site and why?
* What are the genre expectations and how have you met those expectations?
* How are you representing yourself? What do you want people to know?
* Is your site easily to navigate, clean, and professional?

For this project, we’re going to be using Weebly – a website domain space that allows you to personalize your own webspace. We’ll be exploring the site in class, but it’s important to note the timeframe for this project – about three weeks. You’ll have a bit of in-class time to compose your site, but the majority of the creation is going to be done outside of class. As you know, I value *student* *labor*, participation and completing work with good faith and on time. My expectations remain the same for this project.

**As I read your website, I will consider the following questions:**

* Does the website follow conventional genre expectations?
* What does it communicate to the intended audience?
* Is the website easy to navigate, clean, and professional?
* Does the website properly represent the individual and the purposes the individual has for creating the space?
* Does the website include at least 3 separate pages and at least 350 words of text on each page?
* Does the website utilize the different layout options Weebly affords?

These questions should help guide you in understanding the expectations of the assignment. We will form a more in-depth expectation criteria together as a class, and we will negotiate what is and is not effective for this particular assignment.

**Deadlines:**

**Tuesday, December 15:** Unit IV project due by 11:59 a.m. (website link posted on Blackboard)