

## PAPER #4: WEBSITE PROJECT PROPOSAL

Format: MS Word, 2-3 double-spaced pages(plus sketches), MLA or APA format

Due: April 10, 2008

### OVERVIEW:

What is your vision for your own digital identity? As a student at Michigan State University, how do you want to present yourself? Successful website design involves thinking like a writer, that is, thinking rhetorically. It also involves careful planning to ensure the process and product satisfy your expectations and the expectations of your audience.

This assignment asks you to write a formal project proposal for your MSU website. Project proposals are used in a variety of disciplines and professions as a means of developing agendas for business initiatives, securing funding, publicizing plans, and testing the interest of a potential audience in a given project.

Because your website will not only represent you, it will represent MSU, you should envision your audience as a panel made up of instructors (i.e. Julie), administrators (i.e. Dr. Nancy DeJoy) and students (i.e. your classmates) closely connected to Tier One Writing at MSU.

### CRITERIA FOR SUCCESS:

A successful website project proposal will do the following:

- Craft an **effective introduction** to engage the audience's interest.
- Identify your **purpose and goals** for the website. How will you write your digital identity with this website? What is the significance of this site for you? What do you hope to accomplish with this site? What could you measure to evaluate whether the goals were met?
- Identify your **audience for the website**. Who will look at this site, and why? Be as specific as possible (for example, think about age group, educational background, gender, etc.).
- Explain the **process** you will use to begin thinking about your website project. How will you begin your invention steps? Perhaps by looking at other student webpages at other universities, and studying the reception to those digital identities? Maybe you will research the audiences that study student webpages, determine their reasons for doing so, and think about the kinds of rhetorical choices they will respond favorably to.
- Discuss the **content** your webpage will contain. What are you including in your website, and why? This should include all of our essays so far, plus any other WRA 150 class work you'd like to include, and any other text, images, audio or video clips, links, contact information, etc. that you have in mind. Don't just make a list of content; make sure you describe your content choices talk about how they will contribute to your overall purpose and goals for the site.
- Talk about the **form/organization** of your webpage. How will all of the content be arranged? How will you lead your audience through your website in an effective manner? This may involve making a data map of some kind.
- Include some **sketches of design** ideas for your main and sub-pages. They don't have to be amazing, just useful for visualization.

