

# ENG 3860

## Composing in New Media



### Hypertext Project

For the Hypertext Project, you will be asked to make a simple website. You are encouraged to use Wordpress if you haven't before, but you can also choose a different web building platform or write the site from scratch using a program such as Dreamweaver or Aptana. The content of the site must be focused on you, but the specifics are open: The site could be a resume, a portfolio of academic or creative work, an autobiography, or a combination of those elements and others.



### Due Date

- February 5<sup>th</sup>

### Submission

- Please create a document in your folder in Google Drive and put a link to your website in that file.
- If you are submitting built-from-scratch site and don't want to post publicly, you can create a zip folder of the HTML files and all supporting files and upload that to your folder in Google Drive.
- Please name files in Google Drive with your name, your class, and the assignment (e.g. Malcolm Reynolds ENG 3860 Hypertext).

### Content Requirements

The site must include:

- A minimum of three separate pages.
- A minimum of one image—aside from header, sidebar, or navigation images—per page.
- A minimum of three links per page—external links are encouraged.
- Consistent content. The image should be a single text, not multiple separate texts.

### Learning Objectives

- To enact basic visual and web design principles.
- To build a rhetorically effective online space.
- To explore the interplay of text, image, links, and other modes of meaning.

### Reflection

With your site, please also submit a short reflection on the project. This assignment should also be submitted in your folder in Google Drive and must be a minimum of 500 words. The reflection should answer three questions:

- Why did I make the design choices I did?
- Why were these choices the best available?
- How did I learn something new in the creation of this project?

## Grading

The following criteria will be used to determine grades for the Hypertext Project:

Expectations	Exceeded	Met	Not Met
Design	The design is consistent, thoughtfully designed, and easy to navigate. The design is unique and/or visually interesting.	The design is internally consistent, thoughtfully designed, and easy to navigate.	The design is inconsistent or difficult to navigate.
Consistent Subject	The site is tightly focused, with a clear and consistent theme across all pages.	The site remains focused on you.	The site branches to other unrelated topics.
Content	The site includes more than three pages, more than one image per page, and more than three links per page.	The site includes three pages, one image per page, and three links per page.	The site includes fewer than three pages, one images per page, or three links per page.
Content Integration	Images and links are integrated in a way that enhances the text.	Images and links are integrated mindfully and referenced in the text.	Images and links are not integrated mindfully.
Design Choices	Design choices are explained clearly and in detail. The choices are justified.	Design choices are explained clearly.	The rationale for design choices is unclear.
Growth	Growth is clearly articulated and substantial.	Growth is clear.	Growth is not explained clearly or is not substantiated.
Ethics	Outside sources are used legally and attributed. Content without required attribution is explained in the reflection.	Outside sources are used legally and attributed.	Outside sources are used illegally or are not attributed.

Your grade for the Hypertext Project will be determined by the above criteria.

- A You exceed the expectations for more than four of the criteria. All others are met.
- B You exceed the expectations for two to four of the criteria. All others are met.
- C You meet expectations for all criteria.
- D You do not meet the expectations for one to three of the criteria. All others are met.
- F You do not meet the expectations for more than three of the criteria.