Photo by Caitlyn de Wild on Unsplash
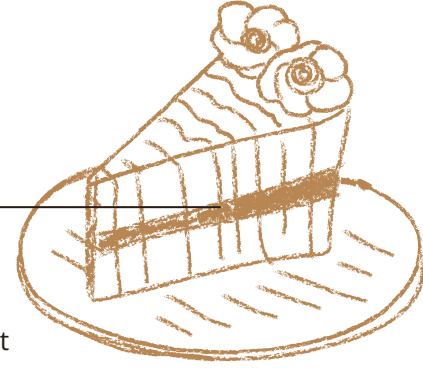
Content Creation and Initial Website Design

One of the most important ideas for writing for the web is the rhetorical notion of audience. Why has someone visited your website? Is it to purchase a product or learn some specific information?
— Dan Lawrence (2022, p. 77)

Due Dates

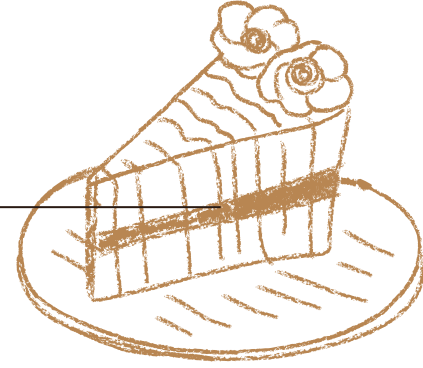|	
Th 10.19	Blog Posts 1 & 2
Th 10.26	Blog Posts 3–5
T 11.7	UWC Appointment #2: Blog posts 6 & 7
Th 11.9	Accessibility & Design Philosophy
Th 11.16	Cornerstone Content Post
Th 11.30	Website Wireframe
T 12.5	Extra Credit UWC Appointment: Website

Assignment Description

Professional writers often work as **content writers** who create original content to drive traffic to a website. Often, the content is used for marketing and works to cultivate consumer activity. Our content takes the form of a blog or "a collection of typically short, informal articles centered around a common theme or subject" (Lawrence, 2022, p. 88).

Professional writers don't create content and immediately publish it without receiving feedback, usability testing, editing, revising, and soliciting a final look from colleagues. We incorporated drafting into P1 and saw how professional writers employ mock-ups to create content, but P2 takes the process to the next level.

Project 2: Content Creation and Initial Website Design is the beginning of the materials you need for the ENG 388 final. You'll draft your blog posts and the Accessibility & Design Philosophy to conduct foodways research and articulate how you use inclusive design to guide content and website creation. You'll receive feedback from your peers, Dr. Beardsley, and UWC consultants. This project is a bit unique—there isn't a final deliverable due. Instead, you're generating the content you'll revise for Project 3: Digital Portfolio – Hand-Coded Website.
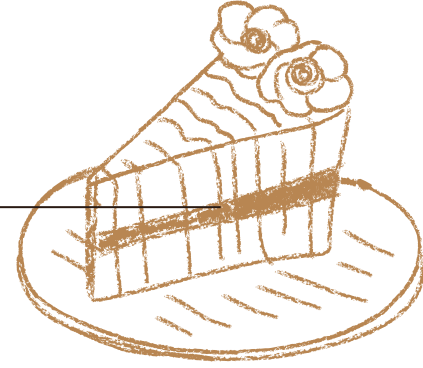
What You'll Create

Project 2 involves writing blog posts about your foodways research topic, researching users, and incorporating your research to begin designing the website you'll use for Project 3. You will write 7 regular content posts and 1 cornerstone content post. You can choose what to explore in your foodways research posts or use the topics on the following two pages.* The cornerstone content post must be an extended version of one of the regular content posts.

You will use Canva to play with web design choices. Our designs will loosely follow **WIU's Brand Guidelines: Communication & Identity Standards**. Any changes you make must be based on accessibility and inclusive design principles. You will discuss such changes as part of your Accessibility & Design Philosophy.

- 7 regular content posts
  - 300 words or more
  - Uses a combination of standard blog conventions and APA to reference 2 or more credible sources on your topic (credible meaning reputable by others researching and writing about your topic)
- 1 cornerstone content post
  - 900 words more
  - Uses a combination of standard blog conventions and APA to reference 5 or more credible sources on your topic (credible meaning reputable by others researching and writing about your topic)
- Accessibility & Design Philosophy
  - ~500 words
  - Explains what inclusive design is and how your website follows an accessible user experience framework
  - Uses a combination of standard blog conventions and APA to reference 3 or more of our course readings on accessibility and web design
- Website Wireframe
  - Designed for a desktop screen (768 px wide x 1366 px long)
  - Includes pathways and the general layout for the following pages:
    - Homepage
    - About Me
    - Accessibility & Design Philosophy
    - Project Abstract
    - Blog
    - References

*Please stop by student hours or schedule an appointment if you're struggling with content ideas.

Blog Topic Ideas

Blog Post 1: Origin Story

Some recipes or food-related topics have one story about their origins, while others have several. Southern cookbook researcher Carrie Helms Tippen (2018) refers to these narratives as origin stories. Such stories are connected to the past and argue for a recipe's authenticity. What is the origin story for the foodways research you're doing? Are there conflicting stories? Where (country, state, city) did your topic come from? When was it popularized, and what was happening in the world then? Who is credited with inventing or popularizing your topic?

Blog Post 2: Important Chefs/Cooks/Scholars

If someone asked you to recommend three celebrities or scholars connected to your foodways research topic, who would you suggest? We learned that food studies is "the academic practice and teaching about food, agriculture, food systems, and culture" (Julier, 2019, p. 21). Find several (3 or more) chefs, cooks, and/or scholars essential to the topic, read their work, and explain what their work contributes.

Blog Post 3: Media and Your Topic

Considering the type of media (cookbooks, TV shows, online discussion groups, etc.) on your topic helps you understand and relate to your audience. Where can someone interested in your topic find more content? What cookbooks, groups, etc., do you recommend someone looking into your topic for the first time references?

Blog Post 4: Gender-Race-Class Politics

We know that food always has cultural, social, and political components. Consider how such ingredients shape your topic. What demographics make up folks interested in your foodways topic? What is their age, gender, race, ethnicity, etc.? Who is included and excluded from conversations on this topic? What political debates surround your topic?

Blog Topic Ideas, Continued

Blog Post 5: Misconceptions & Racial Stereotypes

Food is often attached to misconceptions and racial stereotypes. What does the general user commonly misunderstand about your foodways topic? What racial stereotypes do we need to be aware of? Use research to work to correct problematic beliefs and debunk myths, stereotypes, and false information.

Blog Post 6: Rewriting History

Women, people of color, immigrants, and non-Western countries are often written out of popular discourse, especially regarding food. Focus on one or two people or places connected to your foodways research topic that have received little or no attention. Who/where are they? Write a bio (person) or profile (place) to include them in the conversation.
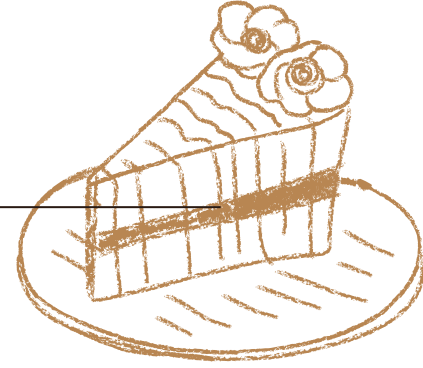
Blog Post 7: Defining Community

Foodways research focuses on teaching others about a community. As Julier (2019) notes, the focus is "not necessarily as a predefined entity or a rhetorical device, but based on how a community defines itself" (pp. 27–28). What does the general public need to know about how the community connected to your foodways research topic defines itself? Who belongs to this community? What are their beliefs? Their values? And how does food shape their communal identity?

Cornerstone Content Post: The Best of Your Foodways Content

Write an informative article that combines the most critical insights from Blog Posts 1–7. Think of this post as representative of your topic as a whole. What information is essential for your audience? Weave together and expand on concepts and research from the regular content posts.

What You'll Create, Continued
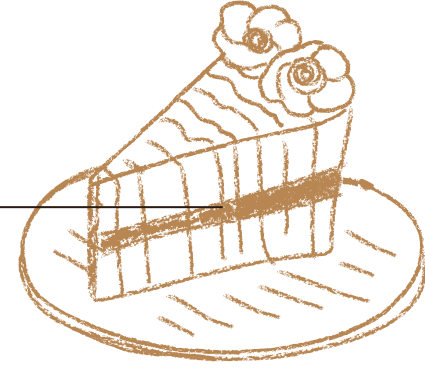
Accessibility & Design Philosophy

Your accessibility and design philosophy articulates the rhetorical decisions you made to design with the user in mind. You'll write a statement (~500 words) that explains what inclusive design is and how your website follows an accessible user experience framework (see Horton & Quesenbery, 2013 for guidance). Explicate **WIU's Brand Guidelines: Communication & Identity Standards**. Did you adjust the brand guidelines to follow accessibility and inclusive design principles? Discuss and support such changes with sources on accessibility and design.

You must use a combination of standard blog conventions (like hyperlinks) and APA to reference 3 or more of our course readings on accessibility and web design.

Website Wireframe

Wireframes help design teams establish a website's main features and navigation. You'll create a hand-drawn sketch or low-fidelity wireframe that reflects your website's purpose: sharing foodways research with the general public. You'll develop a path for the user to follow and establish the website's layout. The wireframe serves as a draft for your final website—I expect you'll modify it based on feedback.
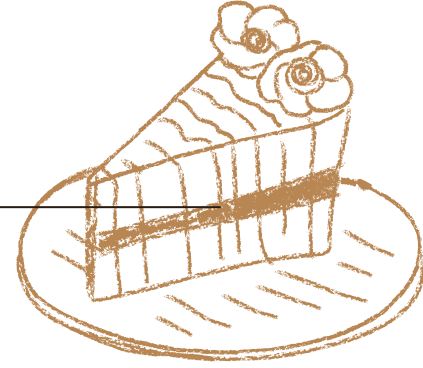
Rubric

Blog Posts 1–7 [10 pts each]

- 300 words or more
- Uses a combination of standard blog conventions and APA to reference **2 or more** credible sources on your topic (credible meaning reputable by others researching and writing about your topic)
- Designed to loosely follow **WIU's Brand Guidelines: Communication & Identity Standards**
  - Incorporates inclusive design to modify the guidelines as needed
- Answers a specific question
  - e.g., A brief history of red velvet cupcakes
- Posts are a focused, personal exploration of foodways research
- Posts are written for a general audience with little to no understanding of your topic
  - Uses plain language
- Written with accessibility in mind
  - Includes alt text and video captions/subtitles as needed
  - Checks for ableist language, gender-neutral pronouns, and diverse choices
- Mostly free from grammar and spelling mistakes

Cornerstone Content Post [10 pts]

- 900 words more
- Uses a combination of standard blog conventions and APA to reference **5 or more** credible sources on your topic (credible meaning reputable by others researching and writing about your topic)
- Designed to loosely follow **WIU's Brand Guidelines: Communication & Identity Standards**
  - Incorporates inclusive design to modify the guidelines as needed
- Written as an informative article that combines the most critical insights from Blog Posts 1–7
  - Uses plain language to reach a general audience with little to no understanding of your topic
- Weaves together and expands on concepts and research from the regular content posts
- Written with accessibility in mind
  - Includes alt text and video captions/subtitles as needed
  - Checks for ableist language, gender-neutral pronouns, and diverse choices
- Mostly free from grammar and spelling mistakes

Rubric, Continued

Accessibility & Design Philosophy [10 pts]

- ~500 words
- Articulates who your audience is and how your design reflects this audience
- Explains what inclusive design is and how your website follows an accessible user experience framework
- Explicates **WIU's Brand Guidelines: Communication & Identity Standards**
  - Discusses and supports changes with sources on accessibility and design
- Uses a combination of standard blog conventions and APA to reference 3 or more of our course readings on accessibility and web design
- Mostly free from grammar and spelling mistakes

Website Wireframe [10 pts]

Hand-Drawn Sketch or Low-Fidelity Wireframe

- Designed for a desktop screen (768 px wide x 1366 px long) with the goal of sharing your foodways research with the public
- Includes the following pages:
  - Homepage
  - About Me
  - Accessibility & Design Philosophy
  - Project Abstract
  - Blog
  - References
- Maps the main features and navigation for your website through navigational menus and buttons
- Develops a clear understanding of the user flow
- Establishes conversion points by including placement for buttons, hyperlinks, images, videos, etc. that guide users