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# Digital Portfolio Hand-Coded Website

Designers need to anticipate the needs of visitors to their websites and web applications and make sure that the necessary features are available to those who need them.

— Sarah Horton and Whitney Quesenbery (2013, p. 4)

## Due Dates

Th 11.30	Website Draft & Workshop
T 12.5	Extra Credit UWC Appointment: Website
T 12. 5 & Th 12. 7	WIP Presentations
Th 12.14	Hand-Coded Website Finished by 3 PM





## Assignment Description

When we design with accessibility in mind, we create websites so that “people with diverse abilities and contexts can use the web successfully and enjoyably” (Horton & Quesenbery, 2013, p. 2).

For your final project, you’ll publish your foodways research as a digital portfolio, but you won’t rely on sites with a what-you-see-is-what-you-get (WYSIWYG) editor. Instead, you’ll use HTML5 to take a people-first approach that includes accessibility throughout the design process.

Our goal is to create and deliver content via an accessibly designed website to a broad audience. To do this, we must consider the user at every stage, asking, why is a user visiting this website? What do they hope to accomplish here? And how do their goals factor into inclusive design?

## What You’ll Create

Project 3 showcases your foodways research and professional writing skills via a small, hand-coded website. You’ll revise 5 of the 7 regular content posts you wrote and the cornerstone content post to create a cohesive portfolio.

Your website will also include a Homepage, About Me, Accessibility & Design Philosophy, Project Abstract, and References sections.

You will use ChatGPT and HTML5 templates to design your website. The website must 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.

- Hand-coded website that includes the following:
  - Homepage & About Me
  - Accessibility & Design Philosophy (Revised)
  - Project Abstract
  - Blog
    - 5 regular content posts (Revised)
    - 1 cornerstone content post (Revised)
    - References





## Rubric

### Website Design & Content

#### *Accessible, Inclusive Design: Layout, and Typography Requirements [40 pts]*

- Incorporates [WIU's Brand Guidelines: Communication & Identity Standards](#)
  - Uses inclusive design to modify the guidelines as needed
- Follows an inclusive design accessibility strategy
  - Design has a clear purpose that focuses on the users' goals
  - Utilizes a simple design
  - Elements are logically arranged and necessary
  - Features are placed consistently across pages
- Wayfinding supports accessibility through navigation options that make sense
  - Links are self-explanatory
  - Menus clearly indicate where a user is going
  - Users know where they are and where they've been (breadcrumb trails)
  - Includes at least two ways to navigate (menus, links, a sitemap, search)
- The upper and outer sections include the most captivating images, headings, etc.
- Uses a natural eye flow
- Subheadings are implemented to maintain interest, break up text, and let users jump to topics
  - Subheadings are consistent and distinct from the rest of the text
  - Text alignment follows the body sections
- Font choices, sizes, and colors are consistent
- Text is left-aligned most of the time
- The tracking (space between letters) and leading (space between words/lines) is natural—not too much or too little
- Images include alt text
- Captions, transcripts, etc., are included as needed

#### *Coding Standards [15 pts]*

- Uses HTML5 elements and semantic markup
- Stylesheets (CSS) are used for the website's presentation
- Content is machine-readable
- Organized for clarity and flow





## Rubric, Continued

### *Homepage & About Me [5 pts]*

- Uses good visual hierarchy to interest the user
- Establishes the users' path to engage in content
- About Me page or section
  - Consistently written in first or third person
  - Introduces who you are
  - Includes an image
    - A professional-looking photo or an image that crafts an understanding of who you are
  - Conveys your values, principles, and how such qualities connect to your work as a professional writer

### *Accessibility & Design Philosophy, Revised [5 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

### *Project Abstract [2.5 pts]*

- No more than 250 words
- States your foodways research topic
- Explains what the project adds to foodways research
- Ends with possible implications of your research or what additional research on your foodways topic is needed





## Rubric, Continued

### *Blog [15 pts]*

#### **5 Regular Content Posts, Revised [2 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)
- 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

#### **1 Cornerstone Content Post, Revised [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)
- Written as an informative article that combines the most critical insights from the 5 revised regular content posts
  - 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





## Rubric, Continued

### *References (2.5 pts)*

- Includes entries for all sources used in blog posts
- Includes entries for images, videos, etc. that you did not create yourself
- Follows APA formatting
- Hyperlinks open in a new window

### *Writing Quality, Across All Pages [10 pts]*

- Uses a tone appropriate for your audience
- Written with the reader in mind (i.e., is persuasive, educational, and professional)
- Free from grammar and spelling mistakes

## Extra Credit

### *Instagram Posts [Up to 10 pts extra credit]*

#### **5 Posts; Shared on Instagram [2 pts each]**

- Loosely follows [WIU's Brand Guidelines: Communication & Identity Standards](#) to establish a cohesive brand through color choices
- Uses direct language
  - Attention-grabbing descriptions
  - Imperative mood
- Call to action
- Includes 2-5 hashtags per post to promote content
  - Includes the class hashtag
  - Written using camel case
- Links to websites or tags relevant accounts
- Free from grammar and spelling mistakes

