

TO: WRTA 227 Student Pairs (J-Term 2018)

FROM: Stephanie West-Puckett, PhD

SUBJECT: Case 2 (Social Responsibility Memo, Website Analysis Recommendation Report, Social Media Plan, Usability Testing Report)

DATE: January 9, 2018

COMPLETED DRAFTS DUE: Bring completed drafts (hard copy or digital) to class on Thursday, January 11 for usability testing.

FINAL DUE: Final Submission due Sunday, January 14 by 11:59pm.

Determine a local organization you'd like to work with. It can be a business, a club or non-profit organization, or a government entity. The organization should already have a web presence, and your goal is to enhance their digital media presence. If you are able, talk with the owners or leaders to find out more about their sense of social responsibility and the values of their organization to help you better promote their organization using digital tools.

1. Complete Activity 1: Short Reflection Memo

- a. Interview the owners or leaders about their organization. What are their promotional goals? What is their sense of social responsibility? How would they like to enhance their digital media presence?
- b. Write a one-page single-spaced memo to your professor that details the organization, its' commitments to social responsibility, and its digital promotional goals. In your memo, also reflect on why you chose this organization and how the client's sense of social responsibility might or might not match your own.

2. Complete Activity 3: Recommendation Report

- a. Perform a content audit of the organization's website. Use pp. 26 in the text and Jim Porter's "Techné of Digital Delivery" to help you analyze the website.
 - i. Body/Identity: Concerning online representations of the body, gestures, voice, dress, and image, and questions of identity and performance and online representations of race, class, gender, sexual orientation, and ethnicity
 - ii. Distribution/Circulation: Concerning the technological publishing options for reproducing, distributing, and circulating digital information
 - iii. Access/Accessibility: Concerning questions about audience connectedness to Internet-based information
 1. Use the WAVE Tool and www.usability.gov to help.
 - iv. Interaction: Concerning the range and types of engagement (between people, between people and information) encouraged or allowed by digital designs
 - v. Economics: Concerning copyright, ownership and control of information, fair use, authorship, and the politics of information policy
- b. Write a two-four page single-spaced recommendation report (with subject headers i-v above) for how the organization should revise its website to better represent key goals and consider the five elements of Porter's techné. Address the owners, directors, or company leadership and make sure your recommendation is well-organized and specific.
- c. Note, p. 86-87 is a model for this activity, but your recommendation report should include the sections i-v above.

3. Complete Activity 4: Social Media Plan

- a. Based on your recommendations, draft mockups for the revised website and two (2) social media campaigns of your choice. You can search for specific social media and web design “mockups” or “templates” and use those to help you design your mockups. Mockups can be designed digitally or by hand, but they should be professional. Each mock-up should be one page.
- b. Based on your organization’s goals and your recommendation, create a social media plan and include the mockups as part of the plan.
- c. Use pp. 88-102 as models for this activity, but your plan should also have a sample mockup for each of the three web promotions.

4. Complete Activity 5: Usability Testing

- a. Bring activities 1-3 to class on January 11.
- b. Conduct usability testing with another group during class using pp. 27 as a guide.
- c. Write a short (one page single spaced) report of the usability testing for the organizational owners/leaders. Make sure to discuss the progress you’ve made on the project, communicate the results of the testing, and include plans for future revisions.

Note: All group members are responsible for the entire case submission. Please notify your instructor immediately if there are conflicts that you are not able to resolve. Each group member will receive the same grade at the conclusion of the project.

Submitting Case 2:

One person from the pair should email a **single PDF** that includes all four documents to your instructor (stephwp@uri.edu) by 11:59 pm on Sunday, January 14. Please copy your team in the CC line of the email.

Criteria for Grading:

- **Content (50%):** Meeting the demands of the Rhetorical Situation, Clarity of Writing (complete sentences, clear objectives), Persuasive and Relevant Evidence, Effective Organization (use of headings, sections), Thoroughness (covering all required areas)
- **Form (50%):** Clean Copy (polished draft, minimal-to-no grammar or spelling errors), High Quality Graphics, Professional Language/Formal Tone, Use of Professional Font Size and Type, Appropriate Genre Conventions for Each Document