**Web Capstone Project**

**Description**

For this project, you will use Wordpress to build a website that serves as a digital portfolio to showcase your scholastic journalism achievements. You will not actually be placing clips or content on the website yet (unless you already have outstanding clips to use). Instead, this is a three-part project that includes goal setting, project execution, and reflection. For each part, a timeline is suggested to ensure you meet the deadline. But, you may work at your own pace so long as the project is finished in the allotted time.

Use the rubric below to help guide your work.

**Product delivery**

For Parts 1, 2b, and 3, please submit your responses in a typed, double-spaced word document.

For Part 2a, please provide a link to your wordpress page for the teacher to evaluate.

**Part 1**

Brainstorm three SPECIFIC and main goals that are personal to your needs for a digital portfolio. You should consider what kind of content you normally produce, what more you hope to accomplish in your journalism career, and how you hope to present your strengths and work as a scholastic journalist. Remember, your goals should reflect what you hope to get out of this project and how you hope to utilize this digital portfolio.

Once you have brainstormed, list and explain the three goals you developed for your digital portfolio.

**Part 2a**

Using the free themes available at Wordpress, explore and select a theme for your portfolio, and then start building! Be sure to include the link to your site in your document. Please pace dummy text/items on the pages so the complete visual can be evaluated.

**Part 2b**

As you build your site, you must keep a running “decision log” that justifies your choices. For literally every decision you must make, explain your choices and how they align with your stated goals. For example, your decisions are likely to include:

* site name
* theme
* color scheme
* font choice
* layout/format
* sidebars
* inclusion/exclusion of video/embedded content
* visual mix of text/photos
* reader interaction (comments, email, etc)
* tabs and sections (for example, you’ll want an “about me” section. What other sections might you want? How will you break up/organize your content? What kind of content is a must?)
* SEO considerations

**Part 3**

Finally, once your site is completely developed (again, you do NOT have to post content or clips yet unless you have work suitable for this portfolio, use dummy text or placeholder photos instead), write a 1-2 page reflection that addresses the following:

* How well you feel your site meets your goals
* The biggest challenges you faced, and how you addressed those
* What lessons you learned in the process about yourself, journalism, technology, and web design
* What you might do differently next time
* What part you’re most proud of
* An action plan that outlines how you plan to use/update/distribute this portfolio during the rest of your journalism career

**Suggested timeline**

Days 1-2: Brainstorm goals

Day 3: Explore wordpress themes and options

Days 4-6: Build the site and keep track of part 2b as you go

Day 7: Get peer feedback from a fellow student and start Part 3

Day 8: Finalize your site and finish Part 3

Days 9-10: Class presentations

**Grading Rubric: Capstone Project**

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| --- | --- | --- | --- |
|  | **Beginning**  *18 points* | **Developing**  *21 points* | **Exemplary**  *25 points* |
| **Part 1: Goals** | All goals are too broad or unclear. They are not specific and would be impossible to measure | Some goals lack clarity or specificity. It would be hard to measure exactly whether these goals were accomplished. | Goals are clear, directional, and specific. Goals identify measurable and actionable items that the student intends to accomplish. |
| **Part 2: Decision log** | The log is mostly incomplete or deals with only a few of the many decisions made while building the site. The explanations are vague and do not relate specifically to the main goals for the site. | The decision log is missing explanations of 1-3 decisions or glosses over some decisions. Some explanations are not directly related to the main goals for the site. | The decision log is comprehensive and addresses each decision made in regards to building the site. Each explanation specifically addresses how the element/decision contributes to the overall goals for the project. |
| **Part 2: Site** | The site is clearly still in developing stages, with an unfinished or unprofessional look and a lack of clear structure or content management. | The site is built with the needs of a professional portfolio in mind but requires a few changes or alterations to be considered highly effective. These changes might be organizational/structural or aesthetic, but the basic format is suitable. | The site is aesthetically pleasing, easy to navigate, and presents content in a clear and manageable way. The site is professional in nature and provides all relevant information prospective employers might need. |
| **Part 3: Reflection** | The reflection is vague, non-specific and fails to address many of the prompts listed in the instructions. The reflection demonstrates only a surface-level understanding of the process and student growth. | The reflection considers most of the prompts provided in the instruction and attempts to provide a future action plan, even if lacking in specificity. | The reflection thoughtfully considers all the prompts and provides a clear action plan for future use of the website. The reflection demonstrates the student was attentive to the process and student growth outcome. |
| **Total points**  **(100 possible)** |  |  |  |