

Project 4: Client-based Project - the Website and Social Media Campaign

Overview

You're hired! Now that you prepared a recommendation report describing how an organization should proceed with their website, they have hired you to carry out your recommendations as well as build a campaign to drive traffic toward the website. For this project, you have been tasked to build the homepage of their new website and to put together a social media campaign driving potential customers to the new website (and to the business). To carry out this project, you will be creating the deliverables below.

Deliverables

1. The new home page of the organization's website (120 points). You can build this in website-building tools such as Weebly or Wix (but please don't make the site public, since this is just an exercise for class). Alternatively, if you would rather build a mockup of a webpage in InDesign, Canva, or PowerPoint, that is also an option for you. In other words, I just want to see what the website would look like, how it reads, etc.
2. A social media campaign (90 points) with sample posts across a total of 3 different social media platforms, broken down below.
 - a. At least two text- or picture-based platforms (Facebook, Twitter, Instagram, Tumblr, Reddit, etc.)
 - i. 5 sample posts from each of these platforms
 - b. One video platform (YouTube, Snapchat, TikTok, etc.)
 - i. A minimum of 1 minute of video (can be a series of videos like Instagram stories or one longer YouTube video)
 - ii. Check out website <https://www.animaker.com/> for a useful tool to make professional-looking, short videos (but also keep your audience in mind).
3. One "wild card" campaign content of your choice (30 points)—you can do posts for another text-based social media platform, another video, or you can go way out there. Maybe make some audio copy that might play in a local podcast or over the radio? Design a flyer that could be posted in the community to raise awareness and point people to the website? It's up to you!
 - a. Your goal here is to create content for an audience not covered in the other social media deliverables but who would still benefit from the products or services they could find on the company website. Think about that audience, find a platform that will reach them (other social media platforms, videos, radio or podcasts, flyers, posters, or something else—be creative!), and create something for that platform.
4. A reflective memo/team evaluation (60 points) in which you describe the choices you made (including a discussion about audience and choices for "wild card" content). This is your chance to explain why you did certain things. As was the case for previous reflective memos, if you can explain your choices, even if I think those choices ultimately don't work, sometimes this will make me reevaluate your other scores. Additionally, in this

memo you'll evaluate team members' contributions (yours included). Please note that 30 of these points are based on how your team evaluates your work.

A note on collaboration

If anyone on your team is not pulling their weight, please let me know immediately. I will reach out to them. If they continue to not participate, this can result in serious deductions for their grade. Group work in professional settings is difficult, but it is extremely common. Don't expect to skate by and get the same grade as the rest of your group if you are not contributing.

Successful projects will include at least the following

- Professional ethos in tone, attitude and timeliness related to all parts of the assignment.
- Effective division of tasks among group members.
- Awareness of the rhetorical situation of the various texts to be delivered.
- Thoughtful consideration of various audiences that utilize the different social media platforms and website.
- Good use of design principles across all deliverables, including appropriate incorporation of different media tools (InDesign, PowerPoint, YouTube, etc.).
- Evidence of reflective practice in your deliverables (including the reflective memo).

Due Dates

- Weekly Project Updates (Exercises 10 and 11)
- Draft of Final Project due Monday of Week 15 by 11:59pm
 - Peer Review will be in class that Wednesday
- Final Draft of all deliverables due during Finals Week (specific date/time TBA)