Final Website Design Document   **Aimee Pearce**

Purpose:

The purpose of this website is to display artifacts completed during my IT master's program at the University of Akron. Serving as my ePortfolio capstone, this website will serve as a comprehensive reflection of my graduate coursework and will demonstrate my skills and knowledge as I applied them in my field experiences.

Needs Assessment:

The needs of the website are determined based on the requirements for the IT Master's program. The website will align with the requirements described in the alignment document for ePortfolio and the Capstone ePortfolio rubric which have been developed based on the International Society for Technology in Education (ISTE) standards.

Audience:

The audience for this website will be my peers in course 5150: 633 Multimedia/Hypermedia an the instructor for the course. Since this website will ultimately serve as my ePortfolio, the faculty (and staff) who will be assigned to evaluate my ePortfolio and other peers within the IT Master's program will serve as audiences for this website as well.

Content/Subject and its fit with web site goals:

- The website will feature a Welcome/Home page with brief information about me and the purpose of the ePortfolio.
- An 'about me' page with biographical information, resume, and contact information to formally introduce the audience to me.
- There will be six subsequent pages, each page representing the required content knowledge for program mastery.
- Each page will display artifacts collected during my field experience and coursework completed throughout the program.

Presentation of information:

The website welcome page will have a navigation bar on the left side of the page. My photo and a voice introduction and information about the ePortfolio will be presented on the page along with a text explanation of the ePortfolio and my alignment document. The navigation bar will be located on the left side of each subpage for continuity with "home" listed at the top of each navigation bar so the audience members can return to the welcome page at their leisure. My "about me" page will include a biography about me and as well as photographs. An attachment of my resume will be included, and my contact information will be listed in a table at the bottom of the page. The six subpages representing the main ISTE standards will showcase my artifacts with the left side describing field experience artifacts and the right side describing course artifact. The website is meant to flow sequentially from the Welcome/Home page through the ISTE standards as they are listed on our rubric.

Rationale for organization:

The website will be organized in this way so that it aligns with the six main ISTE standards that are required for successful completion of the IT Master's Program. This flow will allow the audience member to become acquainted with me before moving successively through each standard and the artifacts that I collected in each standard. The audience will be able to navigate between each standard page and the home page at their discretion.

Media, acquisition or development, and rationale for using:

- Imbedded photo of myself and voice thread explaining the purpose of the ePortfolio.
- Photo slideshow to familiarize the audience with me.
- Imbedded graphics and/or videos of artifacts to display the skills and mastery developed during this program.

Color scheme and rationale:

The color scheme and the design will reflect my personality but will also align with my institution's branding. This will help to further familiarize the audience with me and my connection with my Alma Mater whom I am currently employed at.

- The background color will be R|2 G|81 B|127
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- Headers including the navigation bar will be R|163 G|35 B|142
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- Sub headers will be R|00 G|177 B|157
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- Imbedded links will be R|241 G|181 B|28
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- Text will be white and will pass WCAG AA accessibility standards.

Outline of web site organization: