

## **Unit 2: Digital Interface Analysis**

(10% of final grade)

Statement of Purpose due: **Friday, February 5<sup>th</sup>, by 11:59PM EST**

Rough draft due: **Sunday, February 14<sup>th</sup>, by 11:59PM EST**

Peer responses due: **Sunday, February 21<sup>st</sup>, by 11:59PM EST**

Final draft due: **Friday, February 26<sup>th</sup>, by 11:59PM EST**

Assignment Reflection due: **Sunday, February 28<sup>th</sup>, by 11:59PM EST**

### **OVERVIEW**

Online places – websites, social media platforms, etc. – hold equal, if not greater, importance than actual physical spaces (especially now). They are paramount to the ways in which people view, interact, and engage with the world around them – in other words, the *rhetorics* they use have a direct and explicit impact on our own behaviors, thoughts, and feelings. In this assignment, you'll analyze a website and consider the way in which its presentation, content ("text") and use of rhetoric impacts the people and places it reaches.

There are perhaps hundreds (thousands?) of possible websites you could choose to analyze, from news sources, to shopping channels, to video sites, even to social media (Twitter, Instagram, etc.) I recommend, however, that you choose one you use often, for ease of analysis.

Regardless of what website you choose, however, you will want to critically and thoroughly evaluate its design **using the rhetorical concepts of purpose, audience, and context that we have already discussed**. In your essay, you'll examine the following:

- Who is the audience for this website? How does this audience impact the website's design?
- What purpose(s) does the website serve? What do users do in order to interact with it? Are there ways to engage them beyond simply navigating to the website?
- Under what context will users be viewing the website, and how do these circumstances influence the user's relationship with their digital, physical, or social environments?

Keep in mind that in order to produce a successful analytical essay, you will need to be able to describe the website's interface with clear and specific examples. You may also need to make use of images, which you can then analyze in your essay (I would recommend including screengrabs of the website in your essay itself, so that you may easily point to examples in your analysis.)

### **PROJECT EXPECTATIONS**

Your Digital Interface Analysis should be:

- 1,000-1,500 words
- Typed in 12-point font and double spaced with 1" margins
- Formatted to proper APA style

It should also:

- Offer an analysis of the audience(s) and purpose(s) of the website and the relationship of these audience(s) and purpose(s) to the context(s) under which the website is viewed
- Analyze how the digital, physical, and social engage one another through this website
- Provide examples and details (including images, where helpful) that support your points of analysis
- Be properly organized and coherent (as discussed in our course readings)

When saving and submitting your completed Digital Interface Analysis, it should adhere to the following naming convention:

*DigitalAnalysis\_Lname\_VERSION*

Where:

- “Lname” is your last name.
- “VERSION” is the phase of this given assignment
  - “Draft” for your rough draft
  - “Final” for your final, revised draft

Your assignment should be submitted as a **.doc or .docx** file type – no .pdfs, please!

## Digital Interface Analysis - Rubric

Criteria	Level 3 2 points	Level 2 1.5 points	Level 1 1 point	Criterion Score
Goals and Purposes	This project successfully achieves the rhetorical goal(s) and purpose(s) described in the assignment sheet and in the statement of purpose and reflective memo.	This project mostly or partially achieves the rhetorical goal(s) and purpose(s) described in the assignment sheet and explained in the statement of purpose and reflective memo.	This project does not carry out the achieves the rhetorical goal(s) and purpose(s) described in the assignment sheet and in the statement of purpose and reflective memo.	/ 2
Analysis	Essay has a clear, original thesis/stated purpose in its introduction. There is a balance of summary and analysis in support of the writer's analysis, and supporting points are developed in sufficient detail. Student demonstrates an in-depth knowledge of the text analyzed by presenting the rhetorical situation of the text clearly to the reader and referring to this situation in their points of analysis	Essay has a satisfactory thesis statement/stated purpose in its introduction. Summary and analysis are generally well-balanced in support of the writer's thesis, but writer may rely more on one than the other. One or two supporting points may not be fully developed. Student demonstrates an adequate knowledge of the text analyzed by presenting the rhetorical situation of the text clearly to the reader.	The essay either has an underdeveloped or vague thesis, or is lacking a thesis entirely. Writer may fail to offer summary and analysis or original interpretation. Student does not analyze the rhetorical situation of the text clearly for the reader.	/ 2
Evidence & Audience	Student introduces and explains all evidence, and student makes clear the relevance of each piece of evidence to their own thesis. No evidence is presented without the student justifying their uses of quotes, paraphrases, images, or other details.	Student sometimes fails to introduce or explain their chosen evidence, and sometimes it is difficult for the reader to understand how evidence is working to prove the student's thesis.	The evidence provided is disconnected from the writer's argument, is presented in a way that does not make these connections clear, or student attempts to prove their thesis without regular use of evidence.	/ 2
Arrangement & Structure	The essay has a standard introduction, body paragraph(s), and conclusion. The writer uses transitions to connect smoothly between ideas. Paragraphs are cohesive and focus on one idea, and similar issues are grouped together. There is a clear organizational logic.	The essay has an introduction, body paragraph(s), and conclusion. The writer usually applies transitions to connect between ideas, although there may be a choppy disconnect or two. Paragraphs are generally cohesive and focus on one idea, and similar issues are grouped together. There is an organizational logic that may occasionally waver or shift.	The essay does not have a standard introduction, body paragraph(s), and conclusion. Transitions between ideas are choppy or nonexistent: the writing is not smooth or well-connected. Paragraphs focus on multiple ideas, and similar ideas are disconnected or disorganized. There is no clear organizational logic.	/ 2
Editing & Formatting	This project meets all formatting/file naming requirements as detailed in the assignment sheet and by the instructor. This project is free from errors or inconsistencies that would distract the audience.	This project meets most of the formatting/file naming requirements as detailed in the assignment sheet and by the instructor. This project is mostly free from errors. Errors present generally do not detract from the writer's ethos or the audience's understanding.	This project fails to meet many of the formatting/file naming requirements as detailed in the assignment sheet and by the instructor. The presence of errors and/or distracts the audience. Errors detract from the writer's ethos and/or the audience's understanding.	/ 2
Total				/ 10

## Overall Score

**Level 3**  
9 points minimum

**Level 2**  
8 points minimum

**Work in Progress**  
7 points minimum