DIKULT205 – Web Design 2

Spring 2017

Assignment 2

Website One: *https://dikult205.k.uib.no/u4z17/assignment1/against/*

Website Two: https://dikult205.k.uib.no/u4z17/assignment1/for/

2248 Words

My source

I found my source on the guardian. It is an article written by journalist Jessica Glenza the 12th of January 2017. The article is a report on a meta-study of over 10000 reports on the therapeutic use of cannabis. It was written in New York and all the statistics and numbers are based on surveys done in the US and I have also done this in my websites.

The report explains in simple short terms the dangers and benefits of cannabis the meta-study found and other views by various experts on the subject.

Link to the article: https://www.theguardian.com/society/2017/jan/12/marijuana-study-benefits-chemotherapy-pain-multiple-sclerosis

Most marijuana medicinal benefits are inconclusive, wide-ranging study finds

Study of 10,000 reports into cannabis finds only enough evidence to support therapeutic use for chemotherapy patients, chronic pain and multiple sclerosis

Photograph: Christopher Furlong/Getty Images

There is not enough research to reach conclusive judgments on whether marijuana can effectively treat most of the symptoms and diseases it is advertised as helping, according to a wide-ranging US government study.

The same is also true of many of the risks said to be associated with using cannabis, the study finds.

More than 100 conclusions about the health effects of marijuana, including claims of both helpful and harmful effects, were evaluated by the National Academies of Sciences, Engineering and Medicine in a study released on Thursday.

Illustration 1: The source for this assignment

First identified all the information I could use in the websites that I would create and sorted them in the categories: site One(Extra Chance), site Two(PALM) and both. I have then used these arguments on one or both sites with various viewpoints and tried to make them appear natural so that it is the theme of the website that flips the argument in the intended direction.

Arguments	Category
Recognized for chemotherapy, cronic pain and MS.	One
Likely to increase risk of schizophrenia, anxiety disorders and depression	Two
Driving under the influence of cannabis increases car accident	Two
Recreational marijuana is legal in eight states and medical is legal in 28 states	Both
An estimated 22.2 million people using cannabis	Both
It is Illicit on a federal level	Both
There is not enough research	Both
Most cannabis medicinal benefits are inconclusive	Both

My Pages

In the process of designing and developing these pages I have tried to keep the numbers and facts as close linked as possible, but for some of the numbers I have had to guess.

Page One, Extra Chance.

Single page website

This world: Donation for collecting money for research on the medical properties of cannabis.

Illustration 2: Extra Chance Website image

Page Two, PALM (Parents Against Legalizing Marijuana).

Three page layout

This world: A signature campaign to keep the current laws on cannabis.

Illustration 3: PALM Website image

Page One – Extra Chance – Fund-raiser site

Persona

When i created this website i made a persona for the person behind the message to show that message through the website. I imagined a person who is well educated, middle to upper class, around 40 years old and lives in a medium sized city. I have named the person Sally. Sally has a family and has had close family struck with illness in the past 5-10 years where in addition to traditional treatment was treated with cannabis to counter some side-effects from the treatment. This is what sparked the idea to start a fund-raiser for research on medical cannabis and these emotions is what i wanted to show and transfer through the website. By trying to express a personalized persona through the website I can impend the persona in the website, thereby increase the trustworthiness in the website by increasing the emotional factor.

Target audience

Sally wants to reach people in the middle to upper wealth class and shares the point of view she has. That openness towards treatments might save lives in some cases. She wants to give them an easy chance to help other people.

Creation, Design and Rhetoric

During the creation and design process I tried to think about what emotions my Sally would want to express through this site, and for a donation site she wants to capture the users with empathy and curiosity. This will be the primary goal and would be an emotion that the target audience should respond well to. Curiosity is added since in addition to taking donations Sally also wants to inspire users to find out more about the subject and get activated into her way of thinking. Giving extra motivation to donate or help the cause in the future.

Further Sally want to display openness, professionalism since she is asking for people to donate money to the Extra Chance organization. I have tried to capitalize on these items in both the text, layout and modes.

Layout

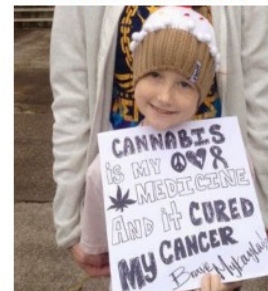I chose a simple layout of 2-3-3 as can be seen in illustration 2

I have made a few very conscious decisions when deciding the layout of the page that I would like to point out. For example I have put the logo on the right hand side instead of left. This is to bring the logo closer to the donation area of the site. This helps the user connect the donation with Extra Chance and will, if the brand and logo implies confidence, increase the chance of a user donating money. The footer is also separated into three section so that each of the elements on top stands on a solid foundation. Each rhetorically connected to the item on top. Item one is a combination of pathos and logos by using the arguments presented to put the spotlight on the people whom may benefit from using medicinal cannabis and therefore create empathy. On the bottom of item one is a short message which by using professional words like "non profit" and the wording "strives to fund research" increases ethos. This is because people see the goodwill and virtue that is presented in the organization. For the rest of the columns I will talk more in-depth of the decisions I have made there.

Survivors thanks to cannabis

This is the center-point of the web-page and this is what i want to draw the eyes towards. The picture of the girl in the middle and the two additional people holding signs is the draw of the web-page. In addition to the text under describing the girls condition and her story it creates a sense of personality and it gives the user someone to empathize with that would not exist without the picture and the story as can be seen in illustration 4.

More than this it binds together the story that this website is trying to tell with real people and shows that if the goals is

Illustration 4: Screenshot of Item Two on Extra Chance Website

reached it will make a difference for real people giving further encouragement for the user to give donations. Tereszkiewicz writes that "*The messages seen to exhibit such features as personalization, expressivity and persuasion*" when talking about textual content and images [4]Tereszkiewicz(2013, p.345). This is what inspired me to put these pictures on the page.

The symmetrical balance also gives the user a natural flow to either side and will make the user read on and explore the page further because humans are inherently curious. Using modality and presenting pictures with signs in them gives another story of a young girl, or boy, or adult woman and their battle with an illness. This gives an image to the user that what they have is something that can affect anyone and will give an identification to more people. Which is something that I was inspired to do because of the personas background.

Help by donation

The last, but the most important item on the web-page is the donation area. This stands out with the contrasting yellow PayPal button that provides payment-services for many big companies, it is well known and has a very good reputation. I have chosen this for both those reasons. The users must not discard this area and must to a certain degree be drawn to it. It also tells the users that the payment will be secure and go to the organization that the user thinks. There is also a counter to give the users a sense of the progress of the donation. The overview under furthers this by telling the user what the organization is working towards and what has been accomplished as can be seen in Illustration 5.

Details

There are many design choices that I would like to explain, but here are the most important. I have used the color of the organizations logo wherever the organizations name is mentioned and this shows that the organization is proud of the name and will make it easier for the user to promote and spread the message of the web-site.

Illustration 5: Donation section of Extra Chance web-site

Page Two – PALM – Signature Campaign

Persona

For this page I created Paul. He is a concerned parent that has watched a lot of documentaries and heard many stories about youths whom have wasted their life in drugs. This was his motivation to found PALM(Parents Against Legalizing Marijuana) because of the many states in the US that has legalized medicinal or recreational. He is also afraid that any of his children will start doing drugs.

I have to convey and make people more likely to do what Paul wants, I have taken inspiration from Nodder on creating anger. "Make people afraid, and then show them how to remove that fear using your product" Nodder (2013, p.128). Here of course product is my signature campaign.

Target Audience

Paul would through his organization firstly like to gather signatures to take the matter to congress and show that there are voices that would like to keep cannabis out of the hands of children and youths. Secondly he wants to raise the awareness of the dangers of cannabis to other parents. His target audience is then parents in the all society classes that has an interest in politics.

Creation, Design and Rhetoric

Paul in my mind wants to use this website to raise awareness and in this I have tried to create a professional and a serious mood on the pages. This is both to convey trustworthiness with the information presented and give the user a sense doing something that matters. Byers says in her thesis that "*by establishing a professional, purposeful ethos via the design of a Web site, a professional communicator can persuade an audience that the organization that owns the site is credible, trustworthy, and benevolent—and persuade that audience to give support and continue to explore and use the Web site.*" [3]Byers(2009, p.39) and this is what I have consistently tried to present in the website that i have made for PALM.

The key emotions that this site should give to its users are again curiosity, but here a sense of activism and endangerment should be conveyed so that the users gets a motivation to do act on the endangerment. The users should also be given an opportunity to explore and delve into the subject and I have done this by linking to some articles in trusted and respected web-sites. This in turn gives the impression that PALM is a serious web-site and makes it easier for the users to trust PALMs message.

Layout

This is laid out as a three pages web-site and in short there is a landing page, related organization page and an about page. Doing so makes it easier to give the content on the landing page more breathing room and makes the web-site look more organized and well planned. The landing page consists of a fixed positioned header, always available and works as an anchor to the users. In addition to being an anchor to the user the header provides the message strongly to the user and includes a simple to use navigation showing openness and goodwill to the user. The landing page is laid out as can be seen in Illustration 3

Illustration 6: Area of web-site where users can see other peoples comment

User messages

As can be seen in illustration 6 the comments are all short messages, that gives a sense of

community to the user that should invite to join the signature campaign. These messages will also convey pathos and logos to the user because of the arguments that arise from the messages.

Signature Field

In addition to the signature field that is both simple and elegant i have inserted an image that is a stark contrast to the rest of the page and gives out a small sense of darkness to the user. I used this because I was thinking about Fagerjords concept on dissonance. [2]Fagerjord(2010, p. 114-116). This is because I want to bring the user on a small journey by enacting fear and drawing them in, then present a solution to the problem. This will make them more likely to join the cause and give their signature. I do this a second time when I in the section "Information parents must know" I give the dangers and at the end gives them the solution of giving their signature. Making it easier to sign than to stop using the web-site. This is described by Nodder in Evil by Design as "Design for the path of least resistance" [1]Nodder(2013, p.44). Only here I have used emotions or pathos as the "harder path" instead of physical obstacles.
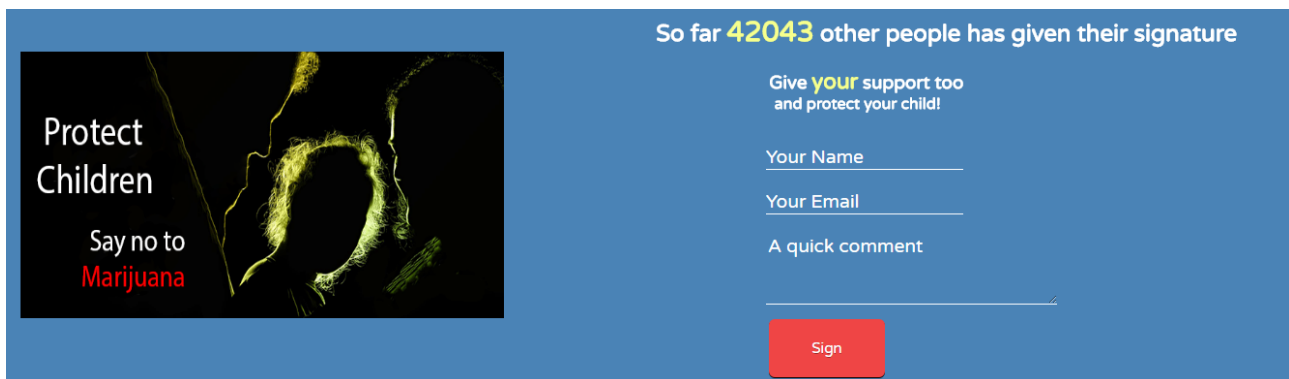

Illustration 7: Area of web-site where the user can give their signature

Details

On the about page I have added small icons to make the contact information more available and easily found for users and on the page about Related Organization I have given a lot of organization that has the same agenda to put PALMs web-site on the same ranking as the other pages. This in the perspective of rhetoric will increase ethos and make the message that PALM tries to give more believable.

Conclusion

My focus on the creation on both sites has been to give the personas that I created a voice to convey their message as believably as possible. I have done this by creating two strong arguments instead of trying to pester the users into doing what I want. This in return will make them more likely to enjoy these sites and make the message more believable. I have tried to create a strong rhetoric voice and give the message strong ethos, logos and pathos so that the users will be more likely to take the actions that I want.

Bibliography

Books

[1] Nodder, Chris. 2013. Evil by Design: Interaction Design to lead us into temptation. Wiley

[2] Fagerjord, Anders. 2010. "Inside Multimodal Composition". Hampton Press, Inc.

Articles

[3] Byers, Breanna Lee. 2009. Enacting ethos online: Using classical rhetoric to analyze visual Web design. In Series: Graduate Theses and Dissertations. Paper 10839. Master of Arts Thesis, Iowa State University.

[4] Tereszkiewicz, Anna. 2013. "Rhetorical Strategies on User-contributory Sites". In Verbal and Visual Rhetoric in a Media World, edited by Hilde van Belle et alii. Leiden University Press. Chapter 18, page 343–363.