

Resume and personal website assignment

COM421: Fall 2017

Summary

You'll be developing a professional resume and preparing both a print version, and a properly formatted, standards-compliant web version that you will host on your university-issued myPages account. We're going to have time in class to learn HTML/CSS and how to write for the web.

Print Resume

The first step in writing your resume is finding an organization (or sector of employment) that suits your professional objectives. Chances are you already have a resume; make sure it is up to date and try to think of more content to fill it out. Tailor your experience to the sector in which you are seeking employment. Use the categories we discussed in class to help you generate content.

You can use either type of resume organization strategy (chronological or functional) so long as it is organized in a logical and consistent fashion.

Your print resume should be flawless: that means zero stylistic or formatting errors of note. Your copy should strike a balance between completeness and concision. I also expect quality document design decisions that differentiate your resume from the crowd, but are subtle enough to make it acceptable for the field in which you are seeking employment. Avoid generic templates.

Print deliverable

Even though we are talking about print objects, chances are you will always upload or email these documents as attachments. As such, you'll submit your resume as a .pdf document via Blackboard.

Your print resume is due by 11:59 p.m. on Wednesday, October 4th. The resume is a required component, and failing to submit it before the deadline will result in a 10% grade reduction on your final project grade.

Personal website

Most people have more to show off than just their resume. You may have class coding projects that showcase your marketable skills, photography or print designs, music or sound design that you have done, or any number of projects that you want to display on the web. In the print

world, these projects would be organized in a portfolio, but on the web you have a great deal of flexibility in displaying all of your accomplishments.

You will be creating personal websites that can function as your primary resume as well as display supplemental material that you direct employers to when searching for a job.

Your website can have any number of components, but it should have **at least two pages**: your resume/CV, and a page that gives more information about you or your projects. You will also want to provide users the option to download the .pdf version of your resume that you submitted earlier.

Durable webpages are standards compliant and can be validated according to those standards (we will learn about this). Additionally, they are written by hand and contain a great deal of semantic content as opposed pages made using WYSIWYG (what you see is what you get) editors, which generate endless amounts of junk code and make the website useless to you if you no longer have access to the proprietary software (e.g. an application like Dreamweaver or a design service like Squarespace).

Some design templates are allowed (e.g. 960gs, Bootstrap, small JavaScript enhancements to navigation links, etc.) but they must be cited in the comments, have all unused CSS edited out, and function as positioning or design aids only (no “fill-in-the-blank” templates are allowed -- we’ll discuss the distinction in class). The goal of this assignment is to show me that you understand how information is structured on the web, not how many bells and whistles you can cram into your website.

Personal website deliverables

With the above considerations in mind, you will create a standards-compliant website that conforms to the following guidelines:

- Written entirely by you; any templates used to aid spacing or enhance design are documented as discussed above;
- Written entirely by hand, with no WYSIWYG editors involved;
- Styled by CSS and not “style” attributes in HTML;
- Free of empty structures like non-breaking space characters and elements;
- Must be valid HTML5;
- Applies basic principles of document design adapted for the web;
- Has an option to download a .pdf of your resume;
- As stylistically sharp as possible;
- Includes a 200-300 word walk-through of your website (plain .txt file) that includes a paragraph on what you wish you could have done but didn’t have time to execute.

You'll submit your project on your myPages web server account. When you are finished, you'll email me the .txt file with your walk-through and a link to your website. **Final materials must be in to me by 11:59 p.m. on Monday, November 6th.**

Working process

We'll have one week devoted to the technology of writing for the web and how to use it. We'll also have two full weeks to learn HTML5 and CSS and work on your projects in class. You'll finish a draft of your web page and post it to your web server for peer critique. I'll also look your draft over, send you a few comments on what could be better, and you'll have time to make a few changes before submitting the final version.

Timeline and submission instructions

Date*	Item	How to submit
10/4	Print resume	Submit as a .pdf on Blackboard (do not print and bring to class)
10/25	Website draft (at least one page marked up and some styling)	Posted to myPages or your web server. Link posted to discussion board on Blackboard
11/1	Peer review	Posted to your assigned peers' discussion threads on Blackboard
11/6	Final version of website and walkthrough document	Send me an email with a link to your site's home page. Your walkthrough document can be in the body of that email or as an attached .txt file.

*All work is due by 11:59 p.m. on the date listed