

# FUNDAMENTALS TO WEBPAGE DESIGN

## WEBQUEST PROJECT ASSIGNMENT

### Introduction

You are a vested employee in S.A.L.E.M. computer-programming company that addresses certain letters related to creating web pages. The Head CEO, Mrs. Oden received a letter from Pamela Johnston, CEO of Acme Economic Forecasters (AEF). Ms. Johnston is interested in moving her company to the U.S. and was contacting S.A.L.E.M. because of her interest in hiring S.A.L.E.M. to become outsourcing company to create websites for her company. Before hiring S.A.L.E.M. to do the initial leg work of preparing reports on the expected economic health of the US economy for next year, she would also like to request each team member to produce a resume along with a cover letter stating why they are the best company for the job.

### Task

Your task is to pick three other partners within the company to assist in forecasting the U.S. economy for 2010. After the small group has been assembled, the first deadline the team must meet to create your version of your perception of the department's name, logo as well as a mission statement (due 4/22 or 4/24). After the group's name has been established, the team must assign task to each member as well as their functions. Each team must have a Project Manager – **the person who will present the final project & oversee that the entire project is being produce by fellow team members**, Manager of Web page Design – **the person who will gather all the resumes and design the layout of the web page**, Manager of Advertising – **the person who will give direction on the making all the resumes similar while also creating radio announcement & flyers promoting to future business clients** and a Manager of web page Layout – **the person who will speak to promote the company's web page design**. Each member will use the given grading rubric to create his or her own resume. Mrs. Johnston has requested that each the team create separate groups in order to create a web page. This web page will follow a given format along with including applicable resumes showing your qualifications for being hired as the best outsourcing company for the job. After which, each member will separate/ volunteer their services to assist in gathering data in preparing a report on the expected economic health of the US economy for the next year. You and your SALEM partners will need to include the following in the website:

- An explanation about the 3 leading economic indicators: GDP, inflation rate, unemployment rate
- Gather data on the current state of the three leading economic indicators for the U.S. economy
- Prepare a report for your client that includes:
  - at least one graph/chart for each of the three indicators
  - a brief explanation of the status of that indicator
  - a prediction for the health of the US economy over the next 12 months
- Team Name, logo and mission statement
- Include each team members name and position
- Each team member should also include a resume along a cover letter using applicable material
- Include a hit counter

### The Process

- Create a group name logo and mission statement
- Assign each member with a position and other duties
- Use the following links to resources that may help you and your partners prepare a report to the client
- Each team member needs to create a resume w/ a cover letter stating why they are the best fit for the job
- Finally, the team will have to present the web page to the audience (the class & teacher) defend why your company should be hired to complete the task.
- Once the overall group project is given group members will grade each group member on their contribution to the group project.

### Resources

[A Pedestrian's Guide to the Economy](#)  
[Economics Briefing Room](#)  
[National Council's Data Links](#)  
[Essential Principles of Economics: A Hypermedia Text](#)  
[USA Today's Economy Track](#)

### Evaluation

See Career Based Portfolio Grading Rubric

### Conclusion

After all of your hard work, you are now aware of the successes and you should also have some idea of possible career choices for the future. Hopefully, you will have discovered if you are prepared and if not, ways to prepare for the employment market. Good luck on landing the account with the client!

# Evaluation

## Web Quest Grading Rubric

STUDENT'S NAME: \_\_\_\_\_

COMPANY NAME: \_\_\_\_\_

<b>EXCELLENT</b> 180 - 145 pts Goes beyond the assignment	<b>VERY GOOD</b> 144 - pts High-Quality assignment	<b>SATISFACTORY</b> 78 – 68 pts Fulfills the assignment	<b>UNSATISFACTORY</b> 67–15 pts Incomplete assignment requirements
<p><b>QUALITY OF DATA</b> <b>WORTH 30pts</b></p> <p>___ Academic concentration goes above &amp; beyond connecting intellectual interest with personal achievement</p> <p>___ Attention is shown to display excellent individual purpose &amp; excitement in personal pursuits</p> <p>___ Career Plan demonstrates outstanding &amp; developed goal based aptitudes &amp; achievements</p> <p><u>EACH SECTION IS WORTH 10 PTS</u></p> <p>TOTAL _____</p>	<p><b>QUALITY OF DATA</b> <b>WORTH 24 pts</b></p> <p>___ Academic concentration shows intellectual interest &amp; achievement</p> <p>___ Some Attention is shown to display student's individual purpose &amp; personal goals</p> <p>___ Career Plan demonstrates some planned goal for the future</p> <p><u>EACH SECTION IS WORTH 8 PTS</u></p> <p>TOTAL _____</p>	<p><b>QUALITY OF DATA</b> <b>WORTH 18 pts</b></p> <p>___ Academic concentration shows good interest &amp; achievement</p> <p>___ Little Attention is shown to display a clear sense of individual purpose &amp; excitement in personal goals</p> <p>___ Career Plan show goals that are obtainable but not real practical</p> <p><u>EACH SECTION IS WORTH 6 PTS</u></p> <p>TOTAL _____</p>	<p><b>QUALITY OF DATA</b> <b>WORTH 12 pts</b></p> <p>___ Academic concentration is not relative to intellectual interest &amp; achievement</p> <p>___ No Attention is shown to display a clear sense of individual goals</p> <p>___ Career Plan does not demonstrate any completeness &amp; practicality</p> <p><u>EACH SECTION IS WORTH 4 PTS</u></p> <p>TOTAL _____</p>
<p><b>QUALITY OF MATERIAL</b> <b>WORTH 50 PTS</b></p> <p>___ Shows insight in the connection between the personal &amp; educational experiences</p> <p>___ Shows a strong &amp; individual tone throughout the cover letter &amp; resume objective statement</p> <p>___ Goes above and beyond assigned task and clearly connects to his/her future goals</p> <p>___ Includes a personal mission statement &amp; explains what the students wants to be, wants to accomplish in life &amp; what values can guide students in that direction</p> <p>___ All resumes are unique &amp; meaningful material was included</p> <p><u>EACH SECTION IS WORTH 10 PTS</u></p> <p>TOTAL _____</p>	<p><b>QUALITY OF MATERIAL</b> <b>WORTH 40 pts</b></p> <p>___ Makes meaningful connections between the personal &amp; educational experiences</p> <p>___ Cover Letter shows a clear &amp; objective resume statement</p> <p>___ The portfolio meets assignment requirements &amp; makes good connections with future goals</p> <p>___ Includes a personal mission statement gives an adequate explanation of what students want to be, wants to accomplish in life but no values are given to guide students in that direction</p> <p>___ All resumes appeared different but had similar goals</p> <p><u>EACH SECTION IS WORTH 8 PTS</u></p> <p>TOTAL _____</p>	<p><b>QUALITY OF MATERIAL</b> <b>WORTH 30 pts</b></p> <p>___ Makes some connection between the personal &amp; educational experiences</p> <p>___ Cover Letter displays an acceptable resume objective statement</p> <p>___ The portfolio makes adequate connections with the student's future</p> <p>___ Includes a personal mission statement but it gives little explanation about what the student goals and values accomplish in life &amp; what</p> <p>___ All resumes appeared are the same with similar goals</p> <p><u>EACH SECTION IS WORTH 6 PTS</u></p> <p>TOTAL _____</p>	<p><b>QUALITY OF MATERIAL</b> <b>WORTH 20 pts</b></p> <p>___ Little attempt is made between the personal &amp; educational experiences</p> <p>___ Cover Letter shows a lack of concentration &amp; no clear of resume objective statement</p> <p>___ The portfolio shows impractical or poorly planned future aspirations</p> <p>___ No Personal mission statement included</p> <p>___ No resumes included</p> <p><u>EACH SECTION IS WORTH 4 PTS</u></p> <p>TOTAL _____</p>
<p><b>QUALITY OF PRESENTATION</b> <b>WORTH 50 pts</b></p> <p>___ Tastefully organized &amp;</p> <p>___ Clarity was provided to portfolio</p> <p>___ Powerful and forceful</p> <p>___ Include completed grading rubric</p> <p>___ Included Class discussion &amp; team members worked together well</p> <p><u>EACH SECTION IS WORTH 10 PTS</u></p> <p>TOTAL _____</p>	<p><b>QUALITY OF PRESENTATION</b> <b>WORTH 40 pts</b></p> <p>___ Good attempts made to organize</p> <p>___ Clarity was provided to portfolio</p> <p>___ Creative, complete, neat &amp; logical</p> <p>___ Include a complete grading rubric</p> <p>___ Included Class discussion &amp; most team members worked together</p> <p><u>EACH SECTION IS WORTH 8 PTS</u></p> <p>TOTAL _____</p>	<p><b>QUALITY OF PRESENTATION</b> <b>WORTH 24 pts</b></p> <p>___ Contains little organization &amp;</p> <p>___ Clarity was not clearly given</p> <p>___ Neat and logical</p> <p>___ Included a partially complete grading rubric</p> <p>___ Included Class discussion &amp; most of the time team members didn't work together well</p> <p><u>EACH SECTION IS WORTH 6 PTS</u></p> <p>TOTAL _____</p>	<p><b>QUALITY OF PRESENTATION</b> <b>WORTH 20 pts</b></p> <p>___ Not clear or organized</p> <p>___ Illogical and unorganized</p> <p>___ Grading rubric was missing or incomplete</p> <p>___ No class discussion was given</p> <p>___ Team members didn't work together well</p> <p><u>EACH SECTION IS WORTH 4 PTS</u></p> <p>TOTAL _____</p>
<p><b>QUALITY OF WEBSITE</b> <b>WORTH 50 pts</b></p> <p>___ Great use of color on the website</p> <p>___ Page layout was user friendly</p> <p>___ Given format was used effectively</p> <p>___ Website was very easy to follow logic</p> <p>___ Great use of grammar and all words were spelled correctly</p> <p><u>EACH SECTION IS WORTH 10 PTS</u></p> <p>TOTAL _____</p>	<p><b>QUALITY OF WEBSITE</b> <b>WORTH 40 pts</b></p> <p>___ Good attempts in being organized while also obtaining clarity</p> <p>___ Somewhat creative, but incomplete in areas</p> <p>___ Page was a little creative</p> <p>___ Grading rubric was partially completed</p> <p>___ Some words were spelled incorrectly</p> <p><u>EACH SECTION IS WORTH 8 PTS</u></p> <p>TOTAL _____</p>	<p><b>QUALITY OF WEBSITE</b> <b>WORTH 30 pts</b></p> <p>___ Contained little organization &amp; clarity</p> <p>___ Webpage was not really neat &amp; appealing</p> <p>___ Grading rubric was partially Complete</p> <p>___ Webpage was not very appealing to the eye</p> <p>___ Some words were spelled wrong</p> <p><u>EACH SECTION IS WORTH 6 PTS</u></p> <p>TOTAL _____</p>	<p><b>QUALITY OF WEBSITE</b> <b>WORTH 20 pts</b></p> <p>___ Not clear or organized</p> <p>___ Illogical and unorganized</p> <p>___ Grading rubric was missing or incomplete</p> <p>___ Webpage not appealing to the eye</p> <p>___ Most words were spelled wrong</p> <p><u>EACH SECTION IS WORTH 4 PTS</u></p> <p>TOTAL _____</p>

GIVE OVERALL EVALUATION GRADE: \_\_\_\_\_

**HONORS**  
180 - 129 pts

**VERY GOOD**  
128 - 79 pts

**SATISFACTORY**  
78 - 68 pts

**UNSATISFACTORY**  
60 - below pts

# DAILY WORK ETHIC

## Grading Rubric

STUDENT'S NAME: \_\_\_\_\_

COMPANY NAME: \_\_\_\_\_

<b>EXCELLENT</b> 220 - 180 pts Goes beyond the assignment	<b>VERY GOOD</b> 179 - 130 pts High-Quality assignment	<b>SATISFACTORY</b> 128 - 78 pts Fulfills the assignment	<b>UNSATISFACTORY</b> 77- 0 pts Incomplete assignment requirements
<p><b>QUALITY OF WORK ETHIC</b> <b>WORTH 30pts</b></p> <p>___ All members worked effectively on assignment every school day ___ All team members were on task every day ___ All group members worked hard on completing assignment</p> <p><u>EACH SECTION IS WORTH 10 PTS</u></p> <p>TOTAL _____</p>	<p><b>QUALITY OF WORK ETHIC</b> <b>WORTH 24 pts</b></p> <p>___ 3 out of 4 team members worked on assignment every school day ___ 3 out of 4 team members were on task every day ___ 3 out of 4 team members worked on completing assignment</p> <p><u>EACH SECTION IS WORTH 8 PTS</u></p> <p>TOTAL _____</p>	<p><b>QUALITY OF WORK ETHIC</b> <b>WORTH 18 pts</b></p> <p>___ 2 out of 4 members worked on assignment every school day ___ 2 out of 4 team members were on task some of the days ___ 2 out of 4 team members worked on completing assignment</p> <p><u>EACH SECTION IS WORTH 6 PTS</u></p> <p>TOTAL _____</p>	<p><b>QUALITY OF WORK ETHIC</b> <b>WORTH 12 pts</b></p> <p>___ No members worked on assignment every school day ___ No members were on task some of the days ___ No members worked on completing assignment</p> <p><u>EACH SECTION IS WORTH 4 PTS</u></p> <p>TOTAL _____</p>
<p><b>QUALITY OF MATERIAL</b> <b>WORTH 90pts</b></p> <p>___ Shows insight in the connection between the personal &amp; educational experiences ___ Shows a strong &amp; individual tone throughout the cover letter &amp; resume objective statement ___ Goes above and beyond assigned task and clearly connects to his/her future goals ___ Includes a personal mission statement &amp; explains what the students wants to be, wants to accomplish in life &amp; what values can guide students in that direction ___ All resumes are unique &amp; meaningful material was included</p> <p><u>EACH SECTION IS WORTH 18 PTS</u></p> <p>TOTAL _____</p>	<p><b>QUALITY OF MATERIAL</b> <b>WORTH 75 pts</b></p> <p>___ Makes meaningful connections between the personal &amp; educational experiences ___ Cover Letter shows a clear &amp; objective resume statement ___ The portfolio meets assignment requirements &amp; makes good connections with future goals ___ Includes a personal mission statement gives an adequate explanation of what students want to be, wants to accomplish In life but no values are given to guide students in that direction ___ All resumes appeared different but had similar goals</p> <p><u>EACH SECTION IS WORTH 15 PTS</u></p> <p>TOTAL _____</p>	<p><b>QUALITY OF MATERIAL</b> <b>WORTH 50 pts</b></p> <p>___ Makes some connection between the personal &amp; educational experiences ___ Cover Letter displays an acceptable resume objective statement ___ The portfolio makes adequate connections with the student's future ___ Includes a personal mission statement but it gives little explanation about what the student goals and values accomplish in life ___ All resumes appeared are the same with similar goals</p> <p><u>EACH SECTION IS WORTH 10 PTS</u></p> <p>TOTAL _____</p>	<p><b>QUALITY OF MATERIAL</b> <b>WORTH 25 pts</b></p> <p>___ Little attempt is made between the personal &amp; educational experiences ___ Cover Letter shows a lack of concentration &amp; no clear of resume objective statement ___ The portfolio shows impractical or poorly planned future aspirations ___ No Personal mission statement Included; Not even a small explanation about what the student goals and values were in life ___ No resumes included</p> <p><u>EACH SECTION IS WORTH 5 PTS</u></p> <p>TOTAL _____</p>
<p><b>QUALITY OF PRESENTATION</b> <b>WORTH 50 pts</b></p> <p>___ Tastefully organized &amp; provides clarity to portfolio ___ Creative, complete, neat &amp; logical</p> <p>___ Powerful and forceful in speaking ___ Grading rubric was included &amp; complete ___ All team members worked together well ___ Great use of color on the website ___ Page layout was user friendly</p> <p>___ Given format used very effectively ___ Website was very easy to follow</p> <p>___ Great use of grammar and all words were spelled correctly</p> <p><u>EACH SECTION IS WORTH 5 PTS</u></p> <p>TOTAL _____</p>	<p><b>QUALITY OF PRESENTATION</b> <b>WORTH 40 pts</b></p> <p>___ Good attempts in being organized while also obtaining clarity ___ Not very creative, some parts were incomplete ___ Acceptable speaking presence ___ Grading rubric was included &amp; complete ___ Most of the time team members worked together well ___ Good use of color on the website ___ Page layout was fairly user friendly ___ Given format was used well ___ Website was fairly easy to follow ___ Logic</p> <p>___ Good use of grammar &amp; most words were spelled correctly</p> <p><u>EACH SECTION IS WORTH 4 PTS</u></p> <p>TOTAL _____</p>	<p><b>QUALITY OF PRESENTATION</b> <b>WORTH 30 pts</b></p> <p>___ Contained little organization &amp; had some difficulty with clarity ___ No creativity given as well as Neatness and logical ___ Fair in speaking skills ___ Grading rubric was included &amp; partially complete ___ Most of the time team members worked didn't work together ___ Good use of color on the website ___ Page layout was fairly user friendly ___ Given format was used well ___ Website was fairly easy to follow ___ Logic</p> <p>___ Good use of grammar &amp; most words were spelled correctly</p> <p><u>EACH SECTION IS WORTH 3 PTS</u></p> <p>TOTAL _____</p>	<p><b>QUALITY OF PRESENTATION</b> <b>WORTH 20 pts</b></p> <p>___ Not clear or organized ___ Illogical and unorganized ___ No dominant speaking skills ___ Grading rubric was missing or incomplete ___ Team members didn't work together well ___ Bad use of color on the website ___ Page layout was not user friendly ___ Given format was not a good lay out ___ Website was not easy to follow</p> <p>___ Good use of grammar &amp; most words were spelled correctly</p> <p><u>EACH SECTION IS WORTH 2 PTS</u></p> <p>TOTAL _____</p>


GIVE OVERALL EVALUATION GRADE: \_\_\_\_\_

**HONORS**  
250 - 140 pts


**VERY GOOD**  
139 - 79 pts

**SATISFACTORY**  
89 - 58 pts

**UNSATISFACTORY**  
57 - below pts



# DELM7954 WEBCAST



April 20, 2009

Janet Jones  
Head of Advertising  
Australia

Dear SALEM,

I am interested in starting a computer programming business in the United States. We currently have employees with similar responsibilities to your company's position. Our company also has a Project Manager (the person who will present the final project & oversee that the entire project is being produce by fellow team members) Manager of Web page Design (the person who will gather all the resumes and design the layout of the web page) Manager of Advertising (the person who will give direction on the making all the resumes similar while also creating radio announcement & flyers promoting to future business clients) and a Manager of web page Layout ( the person who will speak to promote the company's web page design). I am contacting S.A.L.E.M. because I am interested in collaborating to create a joint business venture in the United States because we have similar clientele.

I would like to hire your company to do the initial legwork where you would prepare reports on the expected economic health of the United States economy for next year as well as present reasons why your company is the best fit for the assignment.

I look forward to your presentation.

Sincerely,

*Janet Johnston*  
Head of Advertising

# S.A.L.E.M.

STANDS FOR

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PARTNER NAMES: \_\_\_\_\_ Project Manager  
\_\_\_\_\_ Manager of Web page Design  
\_\_\_\_\_ Manager of Advertising  
\_\_\_\_\_ Manager of web page Layout

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## WEBPAGE FORMAT

**HOME (1<sup>st</sup> tab** with to the home page as well as to Tab 2, 3, 4 & 5)

- Give a meaning to the company acronym
- Give company logo
- Give company motto/mission statement
- Give Company's Slogan
- Include a hit counter (EX: web quest with a hit counter- <http://www.albany.edu/~dn2046/526/index.html>)

**ABOUT SALEM (2<sup>nd</sup> tab** with a link back to the home page as well as to Tab 1, 3, 4 & 5)

- Give a brief discussion about company's purpose
- Give the company's slogan
- Give a description about the types of clients hires your company

**U.S. ECONOMIC FORECASTING (3<sup>rd</sup> tab** with a link back to the home page as well as to Tab 1, 2, 4 & 5)

- Give at least one graph/chart for each of the three indicators
- Give a brief explanation of the status of that indicator
- Give a prediction for the health of the US economy over the next 12 months

**SALEM STAFF or ABOUT US (4<sup>th</sup> tab** with a link back to the home page as well as to Tab 1, 2, 3 & 5)

- Give the position of each student
- Give their resumes

**CONTACT US (5<sup>th</sup> tab** with a link back to the home page as well as to Tab 1, 2, 3, & 4)

- Create a company address, phone number, contact person and e-mail address

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ATTACH A COPY OF YOUR LOGO  
GIVE COMPANY'S SLOGAN

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