Natalie Stepanenko

RUBRIC FOR ESSAY (35x2=70 points)

CATEGORY	Advanced (5)	Proficient (4-3)	Basic (2)	Below Basic (1-0)
Appearance + Screenshots (3)	Appearance is aesthetically appealing, neatly organized and information is quite accurate. **(5)**	Appearance has some visual appeal, organized and information is precise.	Appearance has some graphic details pleasing to the eye, organization skills and accuracy is semi-evident.	Graphic details and organizational skills are completely nonexistent.
Engaging/Amusing/Interesting	The writer successfully engages the reader by creating both clear and compelling paragraphs.	Has some strong elements of interest to captivated the reader's attention. **(4)**	Some levels of interest to command the reader's full attention.	Completely lacks the necessary qualities to intrigue the reader.
Quality of Work Responds to all REQUIREMENT areas	Information clearly relates to the main topic. It includes SEVERAL supporting details and/or examples. **(5)**	Information clearly relates to the main topic. It provides FEW supporting details and/or examples.	Information clearly relates to the main topic. No details and/or examples are given.	Information has little or nothing to do with the main topic.
Vocabulary/Spelling	Excellent choice of creative language (vocabulary), sentence variety and structure. 0-1 spelling errors **(5)**	Good word choice (vocabulary), sentence variety and structure. 2-3 spelling errors	Very limited word choice (vocabulary), repetitive sentence types, some errors in the sentence structure. 4-5 spelling errors	Poor word choice (vocabulary), list-like sentences with a significant amount of errors. 6+ spelling errors
Introduction Paragraph	Provides both an incredibly powerful and convincing hook, background, thesis. **(5)**	Missing one important component, but compelling.	Missing more than one important component. Rushed.	There is no introduction. The paper just begins.
Closing Paragraph	Effective closure that answers all asked questions. **(5)**	Missing one important component, but compelling.	Missing more than one important component. Rushed.	There is no conclusion. The paper just ends.
NETS	Outlined NETS and explained ONE thoroughly	Outlined and explained with few details **(4)**	Mentioned	Not present

33.2

66/70

Natalie Stepanenko

Mrs. Candela
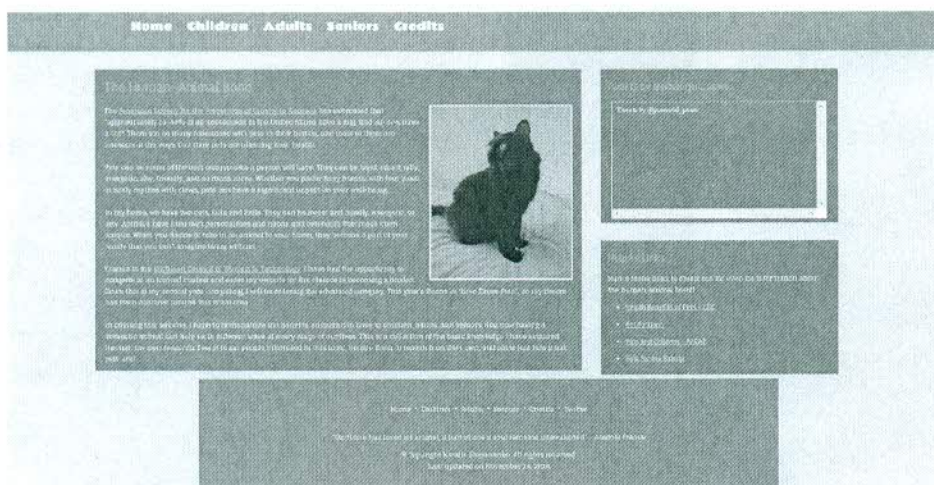
Advanced Web Design

21 November 2016

Powerful Paws

Introduction

      The American Society for the Prevention of Cruelty to Animals has estimated that "approximately 37-47% of all households in the United States have a dog, and 30-37% have a cat". There are so many Americans with pets in their homes, and most of them are unaware of the ways that their pets are affecting their health. I knew that this would be my topic for the theme, "Love those Pets" in the Michigan Council for Women in Technology's annual web design contest. I researched how pets affect human health during childhood, adulthood, and as seniors. In this essay, I will describe each of the pages on my website, the purpose behind my website, the impact of social media on my site, my most important resource, outside experience, video-making process, and how I fulfilled one of the National Education Technology Standards requirements.

Page 1: Index

The first page on my website was my index page, or the home page. It is probably the most important page,

as far as coding goes, because it is the foundation of your website. My index page contains a description of the MCWT contest and background information about my website. I chose my theme after lots of disputing, ending up with the theme of how pets can affect human health at different ages. This theme relates to my interest in science and human health, and once I came up with this idea, I knew I was interested and ready to learn more about the topic. I had the color scheme picked out before almost anything else. Besides being one of my favorite colors, blue represents calming, which is one of the biggest benefits of having a pet. I chose red as an accent color because it represents healing, physical power, and confidence, another theme important to my website. The fonts were difficult for me to choose because Google Fonts has so many to choose from! I went with the fonts I did because I felt like they were playful enough for the pet theme, but also serious enough to express the informational aspect of my website. I went for a more modern, professional layout, which was inspired in part by Hillsdale College's website, which is where I'll be going to college next year. The navigation bar at the top with the two columns is a clean way to organize content, and I am proud of the results I achieved.
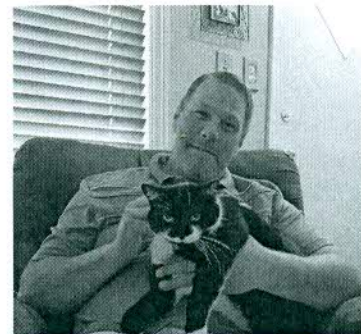
Page 2: Children

My first body paragraph was focused on children and how they benefit from pets. I introduced the topic, and then separated my content into physical, mental, and emotional benefits, as well as a conclusion. On the right side, I have a picture in place of the Twitter widget that I have on my index page. Having my Twitter feed on all five pages was my original plan, but I ultimately chose to replace the widget with pictures. Adding the widget was much more difficult than I anticipated. On my second visit to Seek Momentum, a professional web design company I will discuss later, I asked the professional web designer to help me add it, and it took

[handwritten: hours? days?]

us 45 to find a site that could create the widget I was looking for. Even though it took so long to implement, I am glad it ended up on my site because I believe the presence of my social media page adds to the idea of spreading the knowledge on my website. Social media is such a powerful tool today, from marketing a brand to *[handwritten: perfect]* sharing information instantaneously, so the addition of a social media profile to my website made sense to me. By creating a Twitter profile for my website, I was able to increase the attention that my cause received and potentially generate more traffic to my site. One of the most exciting parts to me was the feedback that I received through social media. Another *[handwritten: ?]* account replied to one of my tweets and complimented my progress, which I thought was a really kind and supportive thing to do. It motivated me and showed me that I was succeeding and doing well, even in the eyes of someone I don't know. The impact of social media on our society grows every day, so including my Twitter feed was a key element of my site.

[handwritten: why Powerful paws? You should see how many followers you can get now, before the speeches? make it a competition with a competitor]

Page 3: Adults

On my second body page, I discussed the benefits of domestic animals on adults. I formatted everything the same as my first body page, with a section for physical, mental, and emotional effects, as well as an introduction and conclusion. The picture I used on this page is one that my dad took on the last day of the competition. He went out of his way and got ready, maybe a bit more than necessary, and did whatever he could to help me succeed. Throughout this process, I was constantly asking my family for their opinions and help whenever possible. A few times a week once my site was live, I would show my whole family and ask them to be as critical as
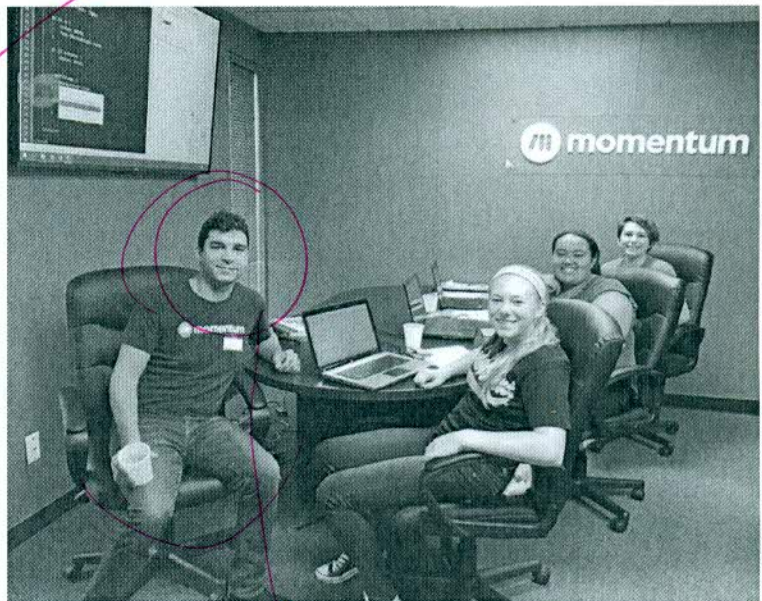
[handwritten: Kids may complain about their parents for various reasons, but I have the best.]

possible, my sisters taking this to heart especially. They nitpicked and pointed out the tiniest errors I made, and their critiques made a significant impact on the final product of my website. They were also willing to do almost anything to help me along the way. My family was definitely one of my most helpful resources throughout this process.

Page 4: Seniors

My third body page is focused on the benefit of pets on the health of seniors. I continued with the physical, mental, and emotional sections, along with the picture and links on the side. The layout of my website was something I had in mind since the start of the process. I knew that I wanted this separation along with the horizontal navigation bar at the top. This design could have never been a reality without the field trip my classmates and I took to Seek Momentum, a local web design company who volunteered their time to help us create the framework of our layouts. We spent about three hours just beginning to form the site, and in that time, we also got to see what being a professional web designer is like. We coded and asked questions, and at the end of the day, we left with a start to our layouts and a newfound understanding for what we were doing in class and how it relates to a real career. We even went back a second time towards the end of the competition for them to check out our finished products and help us fix little mistakes we all needed

help with. This outside experience was extremely vital to my site, and I am so grateful we got the opportunity to take this trip.

Page 5: Credits

[handwritten: Combo 15 Sees animation + video]

[handwritten: You could see this as an afterthought, but I chose simplicity be....]

The final page of my website was the credits page, which contained a paragraph about me, a table showing my history in technology classes, a Prezi showing my process of making a website, my overall summary of the process, and my citations. Below my conclusion, I included a video of my cat Lulu, which I edited at the Apple Store on a field trip. We got the chance to use iMovie with the help of some employees at Apple. I sped up my video, cropped it, and added

[handwritten: Why not? You could have.]

filters, something I would not have been able to do without the field trip. I feel that making this video was just one of the many extra experiences that made my website even better.

NETS

[handwritten: talk about the time factor + your idea]

NETS, or National Education Technology Standards, are the skills that we are required to learn as students in technology classes. They provide a way to assess the knowledge and skills that we obtained in class. There are six NETS, but I think that the most important one in this class was creativity and innovation. Without new and creative ideas, technology would have no purpose. Even though this class wouldn't have been possible without the actual technology skills that we learned in this class, creativity and innovation create a purpose and a goal for a website.

[handwritten: This line gives me shivers!]

The motivation behind technology is people. Without creativity and innovation, there is no purpose to technology, which is why I think it is the most important standard to meet during this class.

[handwritten: How did you personally master this?]

Conclusion

Overall, this process has been such an amazing experience that I will never forget. I am

so grateful that I got the chance to take this class for a second time and learn so many new

things. Making a website was challenging and exciting, and has sparked my interest in pursuing

a career in the technology field. My strength in this process was the coding portion of the website

because it came naturally to me. I like that it is so precise and everything has a meaning behind

it. Just one single letter or symbol could change a website, and I like that it has to be so exact.

You've always had trouble

My weakness in this process was the creativity and decision-making portion of the website. I _with this —_

not

have a tough time making decisions and coming up with creative ideas, and working alone made _having_

enough

me even more dependent on my own choices. I put off things like creating my animated logo and _ideas,_

but

adding pictures and my video because I was unsure of myself and what would look best. In the

deciding

end, I rushed the execution of these elements, so my only regret is not prioritizing some key

aspects of my site and taking the time to make them look their best. This contest has taught me a _things_

You have already mastered these things

multitude of lessons, such as the value of hard work and dedication, the importance of time _with_

sports!

management, and many more. I have become more perseverant and creative because of this

competition, and I am grateful that these lessons will stick with me far beyond this class.

I will miss you so much, Natalie! Please don't become a stranger.

RUBRIC FOR ESSAY (35x2=70 points)

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39.2

66/70

4

Jada Baldwin and Hannah Watkins

Mrs. Candela

Advanced Web Design

November 21, 2016

Personality Blues

[handwritten annotations: "Point out everything!", "favicon? why?", "title", "404", "animation + video...", "art/title considering", "consider..."]

Introduction

The quote, "each one of your cats is a distinct, four-footed little person with an individual personality," by Ira B. Rubin perfectly explains the mission of the website we created to enter the Michigan Council of Women in Technology Web Design Competition. The MCWT contest is a web design contest that requires high school girls to code a five page website about that year's theme; this year the theme was "Love Those Pets!" Our idea was to take three cats of the same breed and show that they all have different personalities, even though they look very similar. While we will be reflecting how we built our website, we will also outline the goal of our website, outside experiences and resources that benefited us, our favorite photo edit, and why we choose to be in a partnership. *[handwritten: "Solid thesis!"]*

Page 1: Index

The first page of any website is the most important because it demonstrates the overall theme of the website. The index page is where the readers get most of the information which will hopefully get them to click on the other pages for further information. We decided to create our website based on 3 different similar looking cats that have different personalities. We chose to base our website on this theme because we noticed that even when multiple things, people, or animals look similar they're very different when it comes to personality. For our layout, we *[handwritten: "Very true", "but what about the costumes?"]*

wanted to make it different than our intro websites and decided to make the navigation buttons

and the content into their own tables. While creating this page we used a new method of coding

called CSS to style the different components on the page such as the text or the pictures. Using

what is it?

CSS on the index page made making the rest of the pages easier because you could just copy the

explain what is consistant

code and keep everything consistent. One of the most important parts of the visual aspect of a

website is the color scheme; we decided to make ours different pinks and blues. Pink often

love it

symbolizes kindness, playfulness, and tenderness which could also be used to describe the cats

we used throughout our website. Blue not only goes well with pink but also often symbolizes

trust, loyalty, confidence, and intelligent which we believe is very important while creating a

website. Trust and loyalty are incredibly important while making a website with multiple people

because you have to trust the other person to do their half of the work and do it in a way that

you'll both like.

I found this is Jada/Hannah because ...
Perfect time to give each other a compliment

Page 2: Bailey

Our second page is about Jada's shy cat, Bailey. Around new people Bailey hides so we made

why grandma? *what did she do/provide?*

her a turtle shell with the help of Hannah's grandma. Many resources were used to create our

website, we think the most important were physical people. Hannah's grandma and dad were

both great resources that we used for multiple things on our website. All three costumes were

made with the help of Hannah's grandma. Together we planned out the designs, bought the

materials, and made the costumes. Without Hannah's grandma the cats' costumes would not have

where does he work? what does he do?

looked as good as they did. Being in the Information Technology field and having plenty of

Be more specific.

experience, Hannah's dad was a great resource to help us with the technical and coding side of

the website along with revising the content. He helped us by criticizing everything about our

give an example here

website so we could make changes for the better. Also, he read over the content multiple times to help find errors that needed fixing and rephrase any confusing parts.

Page 3: Jackson

The middle page is about Jackson, a fancy human like cat. Jackson likes to sit like a human so we made him a top hat and bought him a bow. One of the important aspects of a website is its logo

good .

because it is usually one of the first thing a reader might see and it is on every page of the website. Our logo was something that we struggled with for a while. We spent multiple class

how did you create these?

periods trying to make it perfect and adding small details like the paw prints and bevel to add some dimension. First, we brainstormed the logo and had something completely different drawn up. Eventually we decided that the logo should have both the cats and the creating costumes aspect so it would truly capture the theme of our website. The scissors and tape measure

] great detail

represent the creating of the costumes and the cat and paw prints represent the cats we based the website on. At some point, we even added an animation to our logo and now we love it and all the hard work definitely paid off.

Page 4: Sadie

Finally, our third cat is Sadie, a very noisy cat. No matter what is going on Sadie is always making noise by meowing and purring. A big difference from intro web design and advanced web design is last year we both worked as individuals. This time around however we decided that we would work in a partnership. One of the best things about having a partner during this

process of creating a website is you don't have to do everything yourself. If you're stuck making

a decision like which color to use or where to place a certain picture you can ask your partner

what they think and have a second opinion. However, one of the things you have to have when

working with a partner is trust, without trust people will definitely clash and maybe not even get

along. You have to trust the other person to do their half of the work, to make the right decisions,

and to not slack off and rush things. Another benefit of having a partner is experiencing

something so amazing with one of your friends. After the 11 weeks are up and your website is

done it feels really good knowing you made that entire website from scratch with the help of one

your friends.

Page 5: Credits

The final page, sometimes known as a credits

or conclusion page, of a website is where all

the information gets tied together. This is

where you can learn more about the people

who created the website and how they did it.

The most important part of designing a

website is creating the layout. To build ours

we were able to meet with professional web designers, they helped us write the code for a mock

layout we drew on paper. This truly helped us to reach our goal by setting up one of the biggest

aspects of any website, the format. Besides the benefit of our website, we also learned new code

that we could use again in the future. Deciding on the design of a website is more important that

writing the code for it because it is best to always have a plan than just start something without

where did you get your initial idea for your setup.

an idea. With the professional web designers we created a simple layout that could be used for many different types of websites, so we changed small aspects to make it unique to our website's theme.

NETS: Creativity

There are six standard benchmarks students need to meet according to the International Society for Technology Education. Those six include creativity and innovation, communication and collaboration, research and information fluency, critical thinking, problem solving, and decision making, digital citizenship, and technology operations and concepts. Though all six played a part of the creation of our website along with any other website, we believe creativity and innovation was the most important for us. All great websites begin with a good, original idea; starting with a quality idea will lead to more creative elements to build an amazing website. We think we came up with a very original idea that not many people could accomplish, given not everyone knows three different animals that all look immensely similar. A unique idea will make it easier for people to remember your website over a website that has the same concept as many others.

1. Creativity and innovation

Students demonstrate creative thinking, construct knowledge, and develop innovative products and processes using technology.

a. Apply existing knowledge to generate new ideas, products, or processes

b. Create original works as a means of personal or group expression

c. Use models and simulations to explore complex systems and issues

d. Identify trends and forecast possibilities

concept creative

anything else?

not just concept, but how else were you creative?

Conclusion

overused

All in all, web design and the competition is an amazing opportunity that we would love to experience again. Hannah's favorite part of the process was watching the website come together as we learned new codes and added new aspects to it every day. Jada's favorite part was learning

new coding techniques that made a small difference at first but all together made the website ten times better. Being in the advanced group meant we didn't always get direct instruction and feedback but when we did get feedback it was usually good. However, when we asked for feedback we didn't only want good feedback, we also wanted constructive criticism so we could fix anything that was wrong. I think one of our strengths while creating this website was staying on top of our deadlines and making sure everything was done the way we wanted before it needed it to be done. I think one of our weaknesses was definitely the written portion of the content. As I said earlier, there isn't much direct instruction with being in the advanced group but

Thank God that you are self directed = that helps me!

I wouldn't have it any other way. Also, I think relying on ourselves made our responsibility and problem solving skills greatly increase. I think one of the things that make this class so different than others is the fact that we get to completely create our own website with our own theme and colors and details. Most classes have projects with strict guidelines and while we still have certain things that have to be on our website we get to choose where and how we put them on the site. Another one of the amazing things this class has to offer is the MCWT competition which is an amazing experience and motivated every day to make sure our website was the best it could be. At the beginning of the trimester, this project seems daunting but after putting the final touches on and submitting into the competition it's astonishing seeing the progress you've made. Overall, we are extremely thankful for the opportunities that this class has given us and we can't wait to see what it brings in the future. *Yay!*

If you do not take this class again, I will be so sad!