

# Illinois Web Accessibility Standards (IWAS) service learning project

ENG 381, Spring 2004

This preliminary handout is intended to ensure you understand the scope and scale of our service learning project, which is intended to develop print and online resources to advance the accessibility of WIU web sites. The specific form of the resources you create is up to you; I will guide your efforts and provide technical assistance.

At any time during the semester, you should feel free to ask me for help, or to make requests about our work environment. If you want to move to Simpkins 214, that's fine. If you'd prefer to meet in the library, we can do that. If you need a digital camera or other electronics, I'll see what I can do. Email or call me as often as needed.

## *Teams*

Part A: How to make an accessible web site

Darryl Driver, Melissa Quint, Jason Sarna, David Styburski.

Part B: Developing resources for evaluating accessibility

Chiponda Chimbelu, Jason Kline, Jeremy Wiebenga, Jody Zscheck.

## *Due dates*

I don't expect these to change very much, though you are free to request more time for any milestone, or to turn a project in early. However, I don't want to make a habit of postponement, since we can't move the end of the semester.

<i>date</i>	<i>item</i>	<i>deliver to</i>
3/3	Meet with Karmon Runquist (KR)	n/a
3/5	Project proposal rough draft due	cbd
3/19	Project proposal due	cbd, KR
4/2	Preliminary project draft due	cbd
4/16	Project draft due	cbd, KR
4/30	Final project due	cbd, KR

## *Assignment components*

Here's some information about my expectations for part of the assignment, with *tentative* point values. As we move forward, I'll make sure that you get the appropriate guidance for each milestone. But it's hard to predict now exactly what will be done at each point in the project—since that's part of the assignment!

Generally speaking, since this assignment takes the place of an individual final paper, I expect you to complete a similar amount of research, writing, and editing. Your final work will be assessed as a group project. I will also assess your individual contribution to your group's collaboration, and you'll write about it in your final portfolio (which is due May 5). Therefore, while I don't want you to obsess about it, record keeping is a good idea.

## Project proposal rough draft

“Rough” is the key word here. I’m expecting a few pages at the most, outlining the things that you plan to create. Polished prose is not necessary—lists are fine. Show me models from the real world or *Technical Communication* if you like. The idea here is twofold: (1) I want to ensure your take on project needs corresponds with the amount of writing I expect you to do this semester; (2) you’ll be surprised how differently you think of your project after describing it in writing—however rough your project outline.

Make sure your email addresses are indicated on the rough draft; I’ll turn this around quickly.

## Project proposal (75)

This more formal proposal will follow the format in Ch. 19 of *Technical Communication*, and will be submitted to Ms. Runquist at the same time it’s delivered to me. Both she and I will review your proposals immediately, and you’ll be able to begin work on the project shortly thereafter.

I will assess this document on content, form, and correctness, reading it carefully and thoroughly.

## Preliminary project draft (50)

A milestone-style draft, in which you show me the things that you’re working on and explain the amount of work left. While not a formal draft, this stage of the project should allow you to get feedback about your work, and I encourage you to consider it an opportunity to “step back” a bit and consider your project as a whole. At this time I will ask about your collaborations, the work you are doing outside of class, etc.

## Project draft (75)

A complete draft of the project, ready for Ms. Runquist and her co-workers to review, and ready for formal usability testing.

## Final project (150)

The final deliverable, ideally ready to be used immediately by the WIU community.

## Assessment

I will develop more formal assessment plans very soon. For now, please plan to pay attention to the following while producing your materials:

**Reader-centering:** accurate conceptualization of your audience, and successful creation of communications which harness usability and persuasiveness to reach the intended reader.

**Well-organized and researched information:** content which shows careful research and planning, and which provides the audience useful, accurate information.

**Communication between you and the client:** evidence of communication with our client, as needed, to ensure the best possible end product, and to smooth the process of development.

**Communication between members of your team:** evidence of collaboration, exchange of information, and cooperation at all stages of the project.

**Professional document appearance:** carefully produced, designed, and edited documents which are suitable for publication.