Profiling a Leader: The HyperMedia Profile

Draft: Written
Content / Images   04.14.2010
Final Delivery   04.23.2010
Points Value   175 points

Objectives:
- Collaboratively develop and build a web site using Weebly.com (don't worry, it is template, drag-and-drop based creation) ;-)
- Practice and develop deeper source evaluation skills; particularly on the web
- Develop New Media collaborative skills with use of wikis
- Develop a rhetorical strategy to effectively create a profile tailored to fit the **G**enre and **A**udience to fit the **S**ituation (GAS)
- Create a dominant impression through design and title choice, and then develop it through your writing and hypermedia choices
- Learn how to create a visualization of your leader's network using any of the following programs like Prezi, Gliffy, Glogster, NNDB Mapper, etc. using it as an interactive media device for your profile

(http://wordpressgarage.com/wp-content/uploads/2008/03/probama-wordpress-theme.jpg)

Description

Profiles highlight some aspect of a person's life or personality to make a point for readers. In this unit you will learn how to establish and develop a Dominant Impression of your chosen leader not only through the integration of research into the content you write about your leader, but also through the integration of sound, images, video, and hyperlinks. Your profile will be built via Weebly.com, enabling you to utilize various new media to enhance the dominant impression of your profile.

This unit will challenge you to invoke (or consider) your audience based on your chosen leader, the genre, and what dominant impression you choose to develop about the leader. By considering these facets you will then be expected to develop a web page crafted to rhetorically appeal to your audience. This means you must choose carefully what images, hyperlinks, videos, and other media to include in your hyperprofile.

Your leader's profile page will contain 10 total pages/posts: the introduction, eight pages discussing a different aspect about the leader, and one page for your works cited. Each page should further develop the dominant impression that you establish on the introductory page *without becoming repetitive.* Your hyperprofile can either critique or praise the leader, but your profile must be rooted in the research you conduct. If not, your profile becomes nothing more than slander.

Most importantly, this assignment is meant for you to consider what leadership means exactly. Is a leader a lone figure who makes decisions for others all on his/her own? Or is their a network of people who help a leader become either successful or a failure? Your research must be focused not just on the leader, but on how and who helped the leader accomplish his/her goals – this is where the visualization component comes into play.

One of the pages must include an interactive visualization that shows us the leader's network of people who helped him/her achieve (or fail) at their particular field/task/goal. The visualization will act as a platform into an analysis and discussion about the network(s) within which your leader worked.

Five Factors
Audience:

Context:

Purpose:

Genre:

Voice/Tone:

What to Include

☐ A title and introductory page that clearly indicates your dominant impression

☐ An appropriate name for your url address

☐ At least 14 pages for groups of four people and 11 pages for groups of three people within your Weebly.com page: one intro, 12 (groups of four)/9 (groups of three) discussing a different aspect about the leader, and one works cited page.

☐ On each of the pages about your leader, write a section of 350 words that helps develop the Dominant Impression, utilizing your secondary sources. **Remember**, you must also develop your leader's network of support.

☐ Your profile should have a clear, hyperlinking style that provides movement for your users at least 13 photos, two videos, and one visualization embedded as an interactive media tool for your users.

☐ A works cited page in MLA format that includes citations for any images, audio, video, and other sources you used, as well as a one paragraph summary (75-125 words) for the sources related to the written content. **Note**: Most of your written content-related sources should be found via the deep web, i.e. library databases.

☐ BONUS OPTION: This is not required but if you can effectively integrate some other form of media, device, and/or widget that punctuates the dominant impression, you will receive a 5% bonus on your grade, **if done effectively**.

Grading: HMP

HMP Project's effectiveness in the following areas (100 pts)	A	B	C	D	F
Clear dominant impression emerging from the title, hypermedia selections, and **written content**					
Effectively integrated research and content (largely paraphrased, only very choice quotes)					
Effective sentence and paragraph style and hyperlinked structure					
Professional presentation (visual design, copyediting, formatting, mechanics, grammar)					
Generally effective works cited with summaries in your own words					
Project completeness					

Grading: Participation and Memo

Collaborative efforts (65 pts) measured via wiki, profile and memo	A	B	C	D	F
Completed Wikispace: annotations, project plan, site maps, resource page, reading reflections, mind maps, resources page					
Professional Presentation of wiki (copyediting, formatting, mechanics, grammar)					
Participation Memo: grade yourself and your peers					
Specific reasons for grade rationale					
Professional tone					
Professional presentation (copyediting, formatting, mechanics, grammar)					

Grading: Project Plan and Contract

Project plan (10 pts)	A	B	C	D	F
Demonstrates clear, specific roles and delegation to incorporate everyone with similar work loads					
Schedule (Planned workdays with specific, achievable goals)					
Group contract discusses specific protocols					
Professional Presentation (copyediting, formatting, mechanics, grammar)					