

To: Mr. Paul McGee
CC: Dr. Winston Wimbley, Ph.D.
Subject: Rhetoric website and handout
Date: September 29, 2018
From: Rhonda L. Thomas rlthomas@ualr.edu

Dear Mr. McGee and Dr. Wimbley:

We have completed work on the rhetoric website and it is waiting for your approval before going live. I've included links and explanations within this email. Links are also listed at the bottom of this email for your convenience.

Team charter Our team began this project by preparing a team charter to ensure that each team member understood and agreed on project goals and priorities. This written statement detailed specific and measurable team goals, the personal goals of team members, and served to preempt any problems that might arise within the team, such as how we would deal with late or unacceptable work.

Task schedule After completing the team charter, we arranged several brainstorming sessions to share ideas about the website's design and content. Once agreements were in place, we created a task schedule. The task schedule allowed us to identify major tasks we needed to complete and served to keep us on schedule. The task schedule will also help justify the time we've spent on this project to the AGB board, as it documents our work on the project.

Website Prior to beginning our work on the website, we researched best practice for document and web design. From this research, we agreed on four overriding design goals: 1) to design for our audience; 3) to have a unified site design; 2) to design for the computer medium; and 4) to design for the screen. We believe we've designed a website that is portable across devices, communicates effectively with our target audiences, is structurally unified, and is both readable and legible. We broke apart Dr. Wimbley's rhetoric content and created chunks of information to make the content easier to skim and easier to absorb. We also used active whitespace throughout the site and made use of bulleted and numbered lists to improve the user experience.

Handout You asked our team to design a handout that teachers can give to their 11th grade students to help prepare them for the AP exam. Following your instructions, we created a handout that introduces students to the new website and begins the process of helping them to connect basic rhetorical concepts to the AP exam. To create the handout, our team synthesized information from Dr. Wimbley's rhetoric lectures with [Question 2](#) of the [The College Board's](#) 2017 AP exam (Section II, Free Response). This handout's main objective is to encourage students to refer to the website to deepen their understanding of rhetoric key concepts.

I want to thank you again, on behalf of our team, for allowing us to work on this project. We've learned a great deal about website and document design principles, and have also updated our own understanding of rhetoric key concepts. I hope the website satisfies your requirements and I look forward to seeing the press packet for the new program.

Project links:

- [Website](#)
- [Handout](#)
- [Task schedule](#)
- [Team charter](#)

Best regards,

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