**COMS 463**
**Website Launch Guidelines**
**Length: 15-20 minutes with time for questions**
**Weight: 10%**

In the professional world a website launch is when organizations or companies go live with their new or newly designed website. It is often a virtual affair with much fanfare and anticipation. Our website launch is a little different though you can certainly treat the event as an industry special occasion. The website launch presentation is an opportunity for you to show your classmates your finished website and to explain to them why you made certain visual and textual decisions. You should be prepared to walk us through the website and explain certain features. Because this is an academic course there is also the expectation that you justify these features as they relate to the academic material we have covered in class. You will be expected to use certain concepts and themes from class material to substantiate your claims.

This is a presentation and so should be organized effectively and presented confidently. Not all group members have to present but all group members need to participate in the presentation preparation. Think of this as an informative presentation — you are relaying information to an audience in a clear and coherent manner. This means you need to think about organization strategies, adequate and effective content, actual presentation style, and engagement with visuals. You may use the individual presentation grading sheet as a guide to help you in your presentation preparation and I will be using a similar grading sheet to grade these presentations.

Some questions (and you do not have to answer them all) that you might want to consider as you prepare your presentation are:

What is the context for your particular organization? Why did you decide to create this particular type of organization?
Who is your target audience and why would they stop and engage your website versus another competitor's website?
How do you justify your choice of template?
How is the design (visuals, colour scheme, layout) indicative of strong credibility and ethos?
Have you considered the readability of your website? Can you identify topic sentences, good direct statements and nicely composed text?
How do you expect your audience to engage with your website?
What makes your website rhetorical?
What were some of the challenges of making your site credible and rhetorical?