

CS 120 Assignment 3

Date assigned: 10/19/06

Date due: 10/31/06

Points: 75

For this assignment you will be put into groups to design a set of web pages and present them to the class. This assignment will be graded on content, appearance and the in-class presentation. The web pages should have a consistent, well designed look, and be easy to navigate. The presentation needs to be rehearsed and persuasive.

Each member of the group will be responsible for at least one web page. Everyone in the group should collaborate on the Main page and the About page. Be sure to follow the conventions we have discussed in class by having a common set of navigation links and provide an acknowledgement and link back to any website you get a graphic from.

The content:

Suppose Forest Grove was to have a global warming ballot measure in place for the upcoming election. Ballot measure 2006-999 would increase property and business taxes to raise funds for city initiatives to combat global warming (See detailed information on the ballot measure below). Your task is to build a series of web pages that campaign either for or against the ballot measure. These pages should be written to convince voters to support your position. As a group, decide which side of the issue to take. Everyone in the group needs to build web pages in support of that decision. Your grade will not be affected by which position you choose, but you must provide facts to support whichever position you take. The focus of this assignment is to produce a set of persuasive web pages that contain well researched content and that look professional.

Individual Pages

Each member of the group needs to research one aspect of the ballot measure or global warming in-depth and produce at least one web page that presents that work. Each of these pages must have *at least*:

- three paragraphs worth of text
- two images (these may be photographs, graphs, charts, etc.)
 - at least one image must be a graph or chart
- five hyperlinks to respected web pages that support your position

The three paragraphs need to be completely in your own words, though they may cite (and link to) other web pages to support your position. The text needs to introduce the topic researched and discuss it in terms of supporting your position. Be sure to write to persuade voters; don't just present a list of facts.

The Main Page

The Main page needs to state your argument for or against the ballot measure and introduce briefly each group member's issue and web page(s). Don't forget this is a political campaign. Your main page needs to grab a voter's interest and convince them to continue reading the more in-depth research your group has done.

The About Page

To satisfy electioneering laws, the group must create one page devoted to explaining who is involved with this political campaign. A brief biography for each group member, as well as a photograph, is required. A link to the web pages created in assignment 2 should also be provided. A link back to the CS120 web page to acknowledge the course as the organization most responsible for bankrolling your campaign is also needed.

The Presentation

Each group will need to present their web pages to the class as if they are trying to persuade the class to vote their way in the election. The group should give a 45 second introduction to their position and then each group member will give a 2 to 3 minute talk on the topic they presented on their individual web page. During the talk, the web page will be displayed on the projection screen to allow the speaker to refer to photographs, charts, graphs, etc. that they have on the web page. The speaker will, however, need to do more than just read the content of the web page to the audience. After each member speaks, the group will give a 45 second summary of their position and make one last pitch for their classmates to vote their way. The introduction and summary may be given by any two or more group members.

Ballot Measure 2006-999

The City of Forest Grove proposes an increase to the Property Tax in 2007 by two percentage points over the 2006 rate (from 9% to 11%). The City also proposes an increase in the Business Tax in 2007 by three percentage points over the 2006 rate (from 9% to 12%). The proposed tax increases are expected to raise an additional \$1,000,000 and \$900,000, respectively. The revenue produced by these tax increases will be used on various city initiatives aimed at decreasing or offsetting greenhouse gas emissions by city residents. The following initiatives will be funded immediately.

- \$900,000 to subsidize the use of wind power for generating electricity bought by Forest Grove Light and Power
- \$500,000 for a \$100 tax rebate for any city resident that establishes that they drive their automobile less than 5,000 miles a year.
- \$200,000 to plant 400 new trees within the city limits.
- \$200,000 to attach electricity generating solar panels to the City Hall and Police Station.
- \$100,000 in grants to local primary and secondary schools to study global warming.

Any remaining funds will be put into a general Greenhouse Gas Fund that will be used to fund future initiatives.

These initiatives, when fully implemented, are expected to cause the City of Forest Grove to produce 400,000 less tons of greenhouse gases each year. This will be achieved through producing less of the greenhouse gases and removing carbon dioxide via the 400 new trees.

Notes:

Be sure to make your web pages look professional. Produce a set of web pages that you feel could be used to sway the opinion of voters. Feel free to create a logo/slogan/jingle for your campaign.

You must acknowledge sources for statistics, figures, and images.

Be sure you use reputable sources. The Weekly World New, the Onion, and unknown bloggers are not reputable sources. If you have any doubt, ask the instructor.

There are many reasons you may choose to support or oppose this ballot measure. Environmental issues, economic issues and health issues are just a few examples of the many reasons you might use to support your position.

The graphs and charts you use may be from other websites but be sure you credit the site and provide a link to it. You may also gather your own data and produce a chart or graph using a software package like Microsoft Excel.

During the presentation, speaking for less than 2 minutes on your individual web page will result in a significant loss of points.

If your group is having trouble, make an appointment with the instructor. Every member of the group must attend such an appointment.

No negative attack ads or mud slinging!

Finally, your group needs to decide on **Thursday, October 19, 2006** whether you are in favor of the ballot measure or opposed to the ballot measure. Majority rules in this decision.

If your group is having extreme difficulty deciding whether or not to support the ballot measure, talk to the instructor immediately.

Please read the following carefully:

- 1) Make sure everyone in the audience can always see what you are presenting.
- 2) Don't talk to any one person in the audience. Talk to the entire audience. Eye contact is very important.
- 3) Speak clearly and loudly enough for everyone to hear and understand.
- 4) Do not read your presentation to the class.
- 5) Develop a moderate pace. Nerves tend to dramatically speed things up.
- 6) You are required to attend each presentation in its entirety. Missing any presentation or portion thereof will be minus 10 pts for each presentation missed. Further, if you miss any portion of your group's presentation, you will receive a 0 for this assignment.

Grading will be based on professionalism, organization, presentation (usage of media, usage and quality of examples, transition, coverage), explanation, effectiveness, completeness, and correctness.

The groups are:

Group#1: Aalona, Cottam, Kanehailua, Patterson, Sherman,

Group#2: Boone, Dotson, Kodama, Phonethipsavath, Stout

Group#3: Bright, D, Gaulton, Krebs, Pratt, Wong

Group#4: Bright, T, Guros, Lee, Santella,

Group#5: Brist, D, Hunte, Lloyd, Seil,

By the end of today you need to let me know in a typed document which side of the issue your group is on and a list of the initial aspects you are thinking about researching/presenting. After doing more research, you can change one or more aspects, but let me know you have done so.

START EARLY!! GOOD LUCK!!