

Curricular big idea: Digital citizenship requires both knowledge of digital technology and awareness of its impact on individuals and society.

Blog: A blog is a discussion or informational website published on the World Wide Web consisting of discrete, often informal diary-style text entries. Posts are typically displayed in reverse chronological order, so that the most recent post appears first, at the top of the web page.

Context: Students apply appropriate strategies to comprehend written, oral, visual, and multimodal texts (linguistic, spatial, visual, music, video).

BLOG AND WEBSITE

Why would you want to blog, and why would you create a website?

People may want a digital business card; they may need to be discoverable in search engine results. A blog, or website, can help build credibility; it is a cost-effective marketing strategy. Your website stays open 24/7, and a blog/website can help grow your business.

Directions

1. Use the website builder, Wix, and create an account (or access Wix through a google account)
2. Identify what type of blog/website you want to create: business, education, music portfolio, design blog, photograph blog...
3. Select what you would like on your website: bookings, events, music, instagram...
4. Choose a template
5. Select a name for your blog
6. Decide if you want to import images and text
7. Create a logo
8. Build, review, and edit your **pages** and information:
 - a. Splash – This acts as a front page prior to displaying the Home page. Designers may use splash pages to direct users to the appropriate website for their country or language preference. Often a splash page has a form. When the user fills out the form, then the landing pages appear.
 - b. Home – This is a professional page with information, sources, and links; it sets the stage for the website. Provide plenty of information and resources for potential “customers” or “visitors” who will visit the website.
 - c. About – The first impression, and the reason for your website.
 - d. Contact us – The email, cell, and address information.
 - e. Landing – These pages target specific subgroups of your target audience and appeal to them.
 - f. Blog – This is conversational style information often referred to as entries or “blog posts”.

Criteria: /6

1. Content (assess topic, integrate thesis, writing structure, citations, and Works Cited)
2. Creativity (appropriate presentation of mood and tone, style, format)
3. Mechanics (editing for syntax, spelling, grammar, vocabulary)
4. Oral language (body language, eye contact, voice, focus, preparation)

Think:

How are a blog and website socially constructed?

How does the language in a website shape ideas and influence others?

How is reading a website different from reading a novel?