

Overview

Building your professional identity on the web is an important method of marketing yourself. It is very different from what you might do when writing and posting on Facebook. One aspect of this identity will be your blog assignments. Blogging is a great way to disseminate nutrition information. To begin to develop your web identity and practice disseminating nutrition information students will author and peer review each other's blog posts throughout the semester.

We will be using Adobe Spark for this purpose. Spark is an easy-to-use creative tool for webpage, graphic, and video creation.

Example:

<https://spark.adobe.com/page/p3WqXBEEq4Wib/> (Links to an external site.)[Links to an external site.](#)

All students will attend a workshop early in the semester at the Media Commons (W140 Pattee) where you will successfully set up your own webpage and learn how to add your content. This webpage will be used throughout this course and you may add to it throughout your time here at PSU. If you miss attending this training, you will need to make an appointment with the tech people at the Media Commons in order to build your site correctly.

For Adobe Spark tutorials, go to: <https://mediacommons.psu.edu/support/tutorials/spark/> (Links to an external site.)[Links to an external site.](#)

All assignments completed for this course will be published to your individual site **and submitted on CANVAS**. Please remember academic integrity, your work should be clearly your own. Any sign of plagiarism or identical posts will be considered a violation of academic integrity. You must send the link to your site to Mrs. Klees through **CANVAS**.

Instructions

For this course, you will have a main blog page as well as a separate page for each of the following assignments:

- PSA
- Journal Summary
- Brochure

See individual Author Post assignments for further directions regarding each of the three author posts.

Each Author Post will be worth 20 points. You will complete 3 posts throughout this semester.

Each Post Review will be worth 10 points. You will complete 3 post reviews throughout this semester.

Points 0

Find a nutrition-related blog that you enjoy, admire, or follow. Either a Registered Dietitian or an individual with at least a Master's degree in nutrition must be the author of the blog. **Please make sure all comments refer to the blog as a whole (this means to consider the entire lay-out of the author's site, not just one posting.)** <http://www.nutritionblognetwork.com/> (Links to an external site.)Links to an external site. is a great resource for locating reliable blogs.

Answer all of the questions below to earn full credit. Each post must be a minimum of 500 words. Refer to the rubric for design details. For example you must have a feature image as well as at least one image embedded in each post. Include a link to the blog you are discussing. Remember to make your post interesting!

1. What draws you into the blog? What topics does the author address?
2. What is the design like?
3. Does the author address the audience formally or informally?
4. How accurate is the information, and are there sources available for what is presented in posts?
5. How does the author engage and interest the readers?
6. Is there anything about this blog that you would like to incorporate into your own blogging?
7. Cite the blog you are posting about with a link in your text. Please be aware of the blog author's policy on using pictures and text posted in their own blog before you create your post.

Grading Criteria

Refer to the rubric and the questions below when designing your posts.

Rubric language:

Content is coherent and focused, and fulfills expectations of category (per features of success) with excellence. Content accurate, clear, and up-to-date. Message is positive, useful. Post able to stand-alone.

Design including use of pictures, balance of text with whitespace, site is attractive, interesting, and has a professional appearance. Layout pleasing and functional. Facilitates reading.

Written in a lively and professional voice that engages and provokes its audience into commenting and taking distinctive stances. Writing style greatly enhances post genre/category.

Mechanics -Uses short paragraphs and sentences. Correct grammar and spelling including upper and lower case, pleasing font size and style -Correct length

Post was the appropriate length (500 words minimum), with few to no grammatical errors.

Overall Design

- Is there a balance of text with whitespace (empty space)?
- Is the site attractive, interesting? Does it have a professional appearance?
- What is your reaction to the colors that were chosen?
- Is the layout pleasing and functional? Does it facilitate reading?
- Font size and style: Appropriate headers and paragraph text?
- Readability: What level is the text? Appropriate for the audience?

Grammar and Spelling

- Does the webpage use short paragraphs and sentences?
- Check spelling and grammar-all correct?
- Did you use upper and lower cases?

Site Content

- Is the title appropriate? Does the title relate to the topic?
- Are the visuals appropriate?
- Is the content accurate, clear, and up-to-date?
- Is the message positive, useful?
- Are examples and activities appropriate for the target audience?
- Is each post on the webpage able to stand-alone? If not, what is the intent of the post?
- Is the length of each content piece appropriate to cover the topic and meet the requirements of the assignment.
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