

project 1: persona (10%)

For your first project, you will develop a persona for a UCA student with a disability. The goal is **not** to create a stereotype but to research and think critically about different identities and how/why people access texts differently.

First, you need to research the UCA student population. A persona is based on who could potentially use your text—and not just the “average” user. This data from Institutional Research is a useful starting point: <http://uca.edu/ir/>.

Second, you need to research a specific disability. Start with a medical community like the CDC: <http://www.cdc.gov/>. Also, search for firsthand accounts (blogs or testimonials) of someone who identifies with the disability that you’re researching.

guidelines

Your personas should include the following:

- **Name & picture**¹
- **Demographics:** age, education, ethnicity, family, hometown
- **Student status:** major/minor, academic rank, strengths and weaknesses, career goals, additional employment (if applicable)
- **Ability:** information about their ability (physical, cognitive, language) and any assistive technology (AT) they use
- **Aptitude:** their current knowledge and ability to make inferences
- **Attitude:** their motivation, emotion, risk tolerance, and persistence
- **Description:** a detailed description of who this person is
- **References:** consult a few sources and cite them appropriately (either footnote them or include references at the end)

While content is the focus of this project, please take design into consideration. Your persona profile should be clearly organized, easy to read, and aesthetically pleasing.

Project 1 is due by class on Tuesday, 1-31.

¹ Hipster personas: <https://www.flickr.com/photos/jasontravis/sets/72157603258446753/#>