

## ACR Webpage Guidelines

THEO 1000

Dr. Rachel McBride Lindsey

Your group assignment is to create content for a page on the Arch City Religion website (you are **not** building a site). Please use these guidelines as you shape your project in order to prioritize your information and structure your analysis.

### Structure and Organization:

- Each project (i.e., each group) should have a **minimum of 800** words and a **maximum of 1200** words on the main page
  - This is the equivalent of about 4-6 pages of text.
  - Structure your information around a **thesis statement** and **supporting evidence**
  - Clarity and uniformity are both important. Make sure your page reads smoothly from section to section and/or across multiple authors.
  - *Submit the best number of words, not the first number of words.*
- Your assignment is not to defend or indict your subject. Instead, work to:
  - make a subtle but affirmative case for why this is part of the history and/or practice of religion in St. Louis
  - provide relevant and substantiating information for people who are interested in this subject and/or your topic. Keep in mind a general audience.
- Non-textual elements.
  - Each page should have at least two non-textual elements. This can include informative images, audio, video, map, or other embedded information.
  - If you plan on using more than 5 images or clips, think about how best to present your material. Do each of these images belong on the page, or would an embedded album or slideshow work better? What are the most engaging and/or convincing images? How does this content contribute to our argument?
  - Save image, audio, or video files to a clearly labeled folder in your project's drive (**do not** embed them in your text file). If you are embedding a link to YouTube, Google Maps, or other web-based content, you may include the appropriate link in [brackets] in the text.
- Headings, subheadings, and links:
  - Your main heading will be your subject. This will be linked from the category page.
  - Subheadings help to order information for readers. These are not required, but may be especially helpful for longer entries. Think of these as signposts that show readers where you are going.
  - You may use hyperlinks to outside sources as needed. Please use these judiciously and only when they substantially support or enhance your entry.

- Citations
  - **Do not use someone else's work as your own.** If you need to cite a source in order to make your argument, set the quote in marks ("") and cite them in the sentence instead of a footnote. Locating information for all citations will be in the bibliography.
    - E.g.: Dubbed "A Millennial City of Dreams" by MTV, St. Louis is home to one of the fastest growing religious demographics in the United States—nones. As many as 1 in 4 Americans and 1 in 3 among those between the ages of 18 and 33 claim no institutional religious affiliation."
  - Make sure your sources are credible (look for red flags and evaluate bias)
- Bibliography/additional sources:
  - Each page will have a list of "additional sources" on your subject. This list is derived from your bibliography but may include different sources. You may link your sources as needed.
  - Again: Your sources must be credible authorities on your topic or contextualized primary sources
- Make sure to schedule and attend the two meetings with Dr. Lindsey as well as in-class workshops to stay on top of your progress.

Academic writing guidelines:

Even though this assignment is geared to general, non-specialist audiences, the basics of academic writing still apply. Make sure to include these three components of solid writing on your page. Better writing includes these without feeling formulaic. Have fun and be creative, but keep your readers in mind as well:

- I. Introduction
  - a. "hook" readers in
  - b. thesis statement—what is your argument? What is the most important information for readers to know about your topic/person/place?
  - c. gesture to scope and significance of your project
- II. Body
  - a. paragraphs/sections that support the thesis
  - b. provide information to readers
  - c. the body should gesture to the history of your topic and attend to its influence on the present (if at all)
- III. Conclusion
  - a. Remind readers of the thesis and how your evidence supports that thesis
  - b. What are the big picture conclusions you can draw from this focused study?