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## Team 5 Report: Part 1

### Introduction

As the face of the project, our goal is to develop graphics and web pages that will appeal to the public eye and promote our project.

### Focus

The main focus of our part in Project Owl Jr. dealt with audience. Analyzing who our audience is or potentially could be is the key. The rhetoric of each of our pages was carefully thought out and selected. The colors, fonts, and overall structure we choose to use reflect not only our group or our class, but it represents Oakland University, Sugar, and One Laptop Per Child.

Sugar Labs likes to house their information, updates, and resources on their Sugar Labs Wiki page. With this, we have decided to create a student page in the Sugar Labs Wiki for the Owl Jr. Project. By doing this, our project will be convenient and easy for the OLPC and the Sugar Labs collaborators to access.

Our progress thus far includes the creations of a Project Owl Jr.:

- Logo
- Wiki Page
- Website/Home page
- Facebook Page
- Forum

### Feedback

Initially, we proposed a forum, Facebook, and homepage for the Owl Jr. Project to the class. In this proposal, the feedback was very positive. However, we have learned that other groups, projects, and people who work with Sugar Labs generally use a Wiki page and a blog. Staying consistent with the other projects and groups would be a key asset in the success of our project. This is so vital because it will provide an easier means of access and stable living environment for our project and its future students and viewers.

Upon our recent meetings with the other teams, we've found considerable issues with our Owl Jr. Project Forum. Although it could be useful for future students working on this project, there are still a few things that need to be thought over and brought to the attention of the class.

### **Issues with Forum:**

1. Other teams are not utilizing this tool. If we created it and are not using it, why should future students and collaborators feel the need to use it?
2. Do we want to post all of our earliest drafts on a public website? Some of our classmates explained that they don't think showing unfinished work that's still full of errors is a good idea.
3. What if we utilize this tool and then, in the future, it becomes neglected? This could cause someone to look at it, see that it hasn't been updated in months or years, and assume that the project is over, was unsuccessful, or isn't worth any more of their time and effort.

Questioning the forum really swayed us to create the Wiki page. We realized that we may have been straying from the path we originally intended to follow. With this, our group researched the other projects on the Sugar Labs Wiki pages and studied their formatting and rhetorical strategy.

### **Links**

1. Our **Sugar Labs Wiki Student Page** can be found at:

[http://wiki.sugarlabs.org/go/Welcome to the Sugar Labs wiki](http://wiki.sugarlabs.org/go/Welcome_to_the_Sugar_Labs_wiki)

- Upon arriving at this page, logging in is the next step. This is the log in information:

Username: Owl Jr. Project    Password: oulitleclass2011

2. **Project Owl Jr. Homepage** created through Weebly:

<http://owljrproject.weebly.com/index.html>

3. **Project Owl Jr. Facebook Page:**

[www.facebook.com/pages/Owl-Jr-Project/273142886042763](http://www.facebook.com/pages/Owl-Jr-Project/273142886042763)

- Log In Information:

Username: OUsugarOS@gmail.com Password: Literacy

#### 4. **Project Owl Jr. Forum:**

<http://olpc.freeforums.org/portal.php>

- Use of this tool is still undecided. Should we choose to keep it and utilize it, you will need to create a username and log in password from this web link.

## **Screen Shots**

Project Owl Jr. Logo



This logo contains a bright green figure holding up one of the XO's. The bright green color is fun and appealing to the human eye, especially to children. The figure symbolizes an excited child holding up his or her learning laptop. Note that this green figure is non-descriptive. In this, it does not refer to any specific gender, culture, or ethnic group and is open to anyone worldwide.

## Project Owl Jr. Student Wiki Page

The screenshot shows a web browser displaying a Sugar Labs wiki page. The page title is "User:Owl Jr. Project". The header includes the Sugar Labs logo and navigation links like "Web", "Wiki", "Activities", "Blog", "Lists", "Chat", "Meetings", "Eugs", "GFI", "Doc", "Translate", "Archive", "People", and "Donate". The main content area is titled "Welcome to our class counterpart of the Sugar Labs wiki." and lists five teams with their respective focuses:

- Team 1: Introducing Understanding Sugar Labs and the Sugar OS (software)** (Focus: Research, Multimedia Content Development)
- Team 2: Introducing the OLPC Initiative & the XO Laptop (hardware)** (Focus: Research, Multimedia Content Development)
- Team 3: Investigating the Sugar OS to find a place for OWL Jr.** (Focus: Software / User / User Needs Assessment)
- Team 4: Investigating the Common Core and Literacy Needs** (Focus: Education, Ethnographic Research, User Needs Assessment)
- Team 5: The Face of the Project** (Focus: Web Development, Graphic Design, Multimedia)

A sidebar on the left contains links for "Sugar", "Downloads", "Get started", "Get help", "Get involved", "Submit bugs", "Watch list", "Activities", "Get the source", "Human Interface Guidelines", "Projects", "Teams", "Local Labs", "Quick Links", "Using the Wiki", and "Google translations".

## Project Owl Jr. Website Home Page

The screenshot shows the home page of the Project Owl Jr. website. The header features the title "The Owl Jr. Project" and a navigation menu with links for "Home", "Sugar OS", "One Laptop Per Child (OLPC)", and "Multimedia/Links". Below the header is a large photograph of three children looking at a laptop. The main content area includes a "Welcome!" section, a "Who we are, and what we do" section, and a "The Sugar Operating System" section.

**Welcome!**

This website serves as a media and information hub for the Owl Jr. Project.

**Who we are, and what we do**

We are students and professors at Oakland University, working in collaboration with Sugar Labs, to develop literacy resources for the Sugar OS operating system. Essentially, our literacy resources will be available both online and within the Sugar OS, supplementing current learning resources for the 2,000,000+ children worldwide that use the XO laptop.

**The Sugar Operating System**

Sugar OS runs primarily on the XO, a low-cost, low-power laptop, distributed to children in developing countries through the One Laptop Per Child initiative (OLPC).

# Project Owl Jr. Facebook Page

facebook Search Owl Jr. Project Home

**Confirm Your Page Category**  
Your page's category is now featured at the top of your page. Please check it for accuracy.  
Companies & Organizations Education [?]  
Update Category

**Owl Jr. Project** Education · Rochester, Michigan · Edit Info

Wall Owl Jr. Project · Everyone (Most Recent)

Share: Status Photo Link Video Question

What's on your mind?

**Owl Jr. Project**  
Phase One of the Owl Jr. Project comes together tomorrow. Time to breathe life into all of our research and planning up to this point!  
Like · Comment · Share · about an hour ago  
2 people like this.  
Write a comment...

Admins (1) See All

Use Facebook as John  
Notifications  
Promote with an Ad  
View Insights

12 like this

# Project Owl Jr. Forum

The team FAQ Members

**OLPC Home**  
The home for the OLPC project

Search... Search  
Advanced search

Portal Board index

User Control Panel (0 new messages) • View your posts

Arcade Chat FAQ Members Logout [ Cmarie06 ]

**MENU**  
Content  
Board index  
Search  
Members  
The team

**WELCOME**  
Welcome to the OLPC project Forums

**RECENT TOPIC**

Recent announcement	Recent popular topic	Recent topic
		Progress log 2-10-11

**LATEST NEWS**  
No news

**USER MENU**  
Cmarie06  
View new posts (0)

## **Plan of Action**

We have laid the foundation and planted the roots for Project Owl Jr. The next step is to present our progress and receive further feedback from our instructor, classmates, and John. In the coming weeks, we must work on the following:

- Decide what to do with the forum; keep it, get rid of it, utilize it differently, etc.
- Continue integrating information from other groups onto the Wiki, the Home Page and the Facebook Page
- Consider more pages to “Like” through Facebook in order to promote Project Owl Jr.

## **The Learning Experience**

As a group, I think we’re really learning the strategies of promotion. It isn’t easy to persuade people to buy something or start caring about an issue that may not directly affect them. We’re learning how much every little detail matters when it comes to professional writing and rhetoric. If someone isn’t appealed by your logo or the way you have written something/set something up, they’ll automatically click somewhere else and pay no attention to your project or message. The OWL Jr. Project is not a task to be tackled individually. Our group, class, and other groups must work in collaboration in order to succeed. This is why we chose to create our Wiki page and have begun reconsidering the forum.