

WP3: Analyzing an Online Artifact

For the final writing project of the semester, you'll be analyzing an original online artifact and other artifacts that have spun out of it. For this assignment, you must:

- Find an online “artifact” (video, picture, website, audio clip, etc.) that has **several versions** not made by the original creator *or* by professionals. Examples of this might include things such as rage comics, lol cats, advice animals, demotivational posters, remixed music videos or songs, re-appropriated video, or any other online source in multiple iterations. Most internet memes would be a good candidate for an artifact, but this might also include several other types of media as well. Please note that online **one student will be able to choose any one artifact**.
- Analyze the original version of this artifact. How was it created? What was its purpose? What do you think was the original creator’s intent when making it?
- Analyze alternate versions of the artifact. How are they similar or different from the original? How do they build upon the original to create something different? What is the purpose of this difference: improvement, parody, continuation, etc.?
- You may also continue this by looking at alternate versions of the alternate versions.
- And finally do one of the following:
 - Create your own new version of the artifact, along with a detailed explanation of how this builds on previous versions.
 - Write a detailed explanation of how you would make a new version of the artifact, along with a detailed explanation of how it would build on previous versions.
- Use at least **3 sources** (such as knowyourmeme.com or elsewhere) to support your claims about your artifact. At least one source used must be a scholarly source.

Minimum Length: **First drafts:**
1400 words
Revised and Final drafts:
1,800 words OR
1,400 words plus a new version of the artifact.

Audience: People interested in this particular online artifact. This includes people who like to view or listen to the artifact as well as people who might be interested in creating their own versions of the artifact.

Additional requirements: All drafts must be typed, double-spaced, and in Times New Roman 12-point font. Please use 1-inch margins. All documents must be accessible through Microsoft Word (please use .doc or .docx format). Please name all attached files using your own name (i.e. RyanShepherdWP2.doc). New versions of the artifact must be in easily viewable/listenable formats.

Your assignment will be graded on the following:

- **Depth of Analysis of the Artifact:** Your explanation of your artifact and its history is clear and complete. A reader of your paper will be able to understand how your artifact came to be.
- **Depth of Analysis of Alternate Versions:** Your explanation of the alternate versions of your artifact is clear and complete. You make a clear connection to the original artifact and explain how the new versions expand upon that original.
- **Focus on Your Artifact:** The artifact is the central focus of your paper. You do not go off on unrelated tangents or write about things that are unrelated to your artifact.
- **Adequate Support for Your Points:** You have used evidence to support your points about your artifact. This may come in the form of internet or library research, screen captures, and other sources of information.
- **Compelling New Version of the Artifact:** Your new version of the artifact or description of the new version of your artifact is directly related to what you have learned in your paper. Your version has a clear connection to previous versions of the artifact.
- **Clear and Detailed Rationale for Your New Version of the Artifact:** You have compelling reasons for why your version builds on previous versions of the artifact. These reasons are very clear in your rationale for what you have/would have created. You detail the process of creation and explain why you have included various elements of your new version.
- **Content Organization:** You have organized the content of your paper in a reasonable way. Your information is easy to understand, and your points are easy to follow. There is both an introduction and a conclusion. The paper clearly presents a central claim, and the content is organized around that claim. Paragraphs are ordered in such a way that they cannot be reordered at random, but instead provide logical transitions between ideas.
- **Attention to Assignment:** You adhere to the assignment as presented above, including main objectives, word count, attention to audience, and the additional requirements. You clearly understand what the assignment is asking you to do and are attempting to do it.
- **Manuscript preparation:** You have made changes between drafts that reflect attention to both instructor and peer comments. You have made an effort to improve your paper.

First drafts are due on **November 10 by 10 pm**

New versions/descriptions of the artifact are due on **November 15 by 10 pm**

Revised drafts (including new versions/descriptions) are due on **November 20 by 10 pm**

Final drafts (including new versions/descriptions) are due on **November 29 by 10 pm**