ENG 7970
New Media Composition in English Studies

Application Project

The Application Project allows you to take lessons from the class and apply them to a project that furthers your own scholarly career. You may choose among three types of text for the Application Project:

- A scholarly text: Scholarly texts can either be multimodal texts on any subject (such as what might be found in a journal such as *Kairos*) or traditional texts on a digital subject (such as what might be found in a journal such as *Computers and Composition*). Because a scholarly text is not likely to be "complete" in a month, consider this a draft of a project that might be completed later for use as a publication or conference presentation.
- A pedagogical text: Pedagogical texts should be focused on creating content for teaching purposes that relates to class material. This may be creating a single assignment, a sequence of assignments, or a full class. Pedagogical texts should include all material that will be given to students or presented during class time, examples of projects students might produce (completed by you), and a detailed reflection on all of the pedagogical choices made in the creation of the text.
- A non-scholarly text: Non-scholarly texts include other possible texts. Before choosing this option, please meet with me to discuss ideas for your non-scholarly text. Possible non-scholarly texts might include a professional website or a creative work. In addition to the text created, non-scholarly texts should include a detailed reflection on the rhetorical and design choices made in the creation of the text.

Objectives

- To create a tangible outcome of lessons learned in class.
- To apply learning to situations beyond the immediate classroom context.

Requirements

- Application projects should include between 4,000 and 8,000 words of content (or multimodal equivalent).
- All content must be used legally.

Presentations

- Students will present their Application Projects to the class.
- Presentations should be 3-5 minutes long.

Due Dates

- Proposals are due on Wednesday, November 14th
- First drafts are due on Monday, November 26th
- Presentations will be given Monday, December 3rd, and Wednesday, December 5th
- Application Projects are due on Wednesday, December 5th

Additional Requirements and Tips

Application Projects should be placed in your class folder in Google Drive. If possible, all materials should be in a single document named with your name, the class, and the assignment (e.g. "Malcolm Reynolds ENG 7970 Application Project"). If more than one document must be used, documents should be named as above with words at the end to differentiate each file (e.g. "Malcolm Reynolds ENG 7970 Application Project Reflection").

Presentation Tips

- The Presentations are short, just 3-5 minutes. This means you can't possibly cover all of the content for your Application Project. Try to focus on a few important points.
- Do not rush through content. Give listeners time to understand. Less is more.
- Presentation software, such as Slides, Prezi, or PowerPoint, can help you to emphasize your points and stay organized. *Do* use this well: include relevant visuals, minimal text for emphasis, and concise summaries. *Do not* read from slides, put up walls of text, or use distracting visuals. Minimalist slides usually are more effective than busy slides.
- Practice in advance both for timing and for comfort with the material. Practice in the classroom if possible, so you can get used to the location.

Presentation Grading

The following criteria will be used to determine grades for the Presentation:

Expectations	Exceeded	Met	Not Met
Content	You have presented concise content in a way that's easy to follow.	You have presented a small number of points effectively.	Content was hard to follow, overwhelming, or sparse.
Take-aways	You have presented the audience with clear and memorable take-aways.	You have presented the audience with clear take-aways.	When the presentation is complete, the take-aways are unclear.
Media	You have used additional media effectively to strengthen points.	You have used additional media to help make points.	You have not used additional media or have used it to distract.
Attention to Assignment	Your presentation falls between 3 and 5 minutes and time is used effectively.	Your presentation falls between 3 and 5 minutes.	Your presentation is shorter than 3 minutes or longer than 5 minutes.

Your grade for the Presentation will be determined by how well you meet the above criteria.

A   You exceed the expectations for three or more of the criteria. All others are met.
A-   You exceed the expectations for one or two of the criteria. All others are met.
B+   You meet the expectations for all of the criteria.
B   You do not meet the expectations for one of the criteria. All others are met.
B-   You do not meet the expectations for two of the criteria. All others are met.

Application Project Grading

The three tracks for Application Projects will be graded on slightly different criteria.

Scholarly Text Track

Expectations	Exceeded	Met	Not Met
Clarity of Argument	The main argument of the text is clear and engaging.	The main argument of the text is clear.	The main argument of the text is unclear.
Relevance to Class	The text is in conversation with class content.	The text clearly connects to class content.	The text only superficially connects to class content.
Relevance to Field	The text is building on conversations in the field to make new threads of conversation.	The text is adding to conversations in the field.	The text is not adding something new to conversations in the field.
Completion	The text is complete and polished. It could be sent out or presented.	The text is complete.	The text is incomplete.
Ethical Choices	All content is used legally and cited appropriately.	All content is used legally.	Some content violates copyright law.
Use of Sources	Sources are quoted or paraphrased to enhance arguments.	Relevant sources are used to add to points.	Sources are used ineffectively.
Attention to Assignment	The text falls between 4,000 and 8,000 words and follows conventions of a specific journal in which it may be published.	The text falls between 4,000 and 8,000 words.	The text falls short of 4,000 words or goes over 8,000 words (without prior approval).

Your grade for the scholarly text track will be determined by how well you meet the above criteria.

A   You exceed the expectations for five or more of the criteria. All others are met.
A-   You exceed the expectations for two to four of the criteria. All others are met.
B+   You meet the expectations for all of the criteria.
B   You do not meet the expectations for one of the criteria. All others are met.
B-   You do not meet the expectations for two of the criteria. All others are met.

Application Project Grading (Continued)

Pedagogical Text Track

Expectations	Exceeded	Met	Not Met
Clarity of Assignment(s)	Assignments are presented in a clear, easy to follow, and engaging way.	Assignments are presented in a clear and easy to follow way.	Assignments are not clear.
Supplemental Materials	Additional materials, such as handouts or reading lists, are engaging and thoughtful.	Additional materials, such as handouts or reading lists, are included.	Additional materials are not included or are incomplete.
Sample Content	All assignments have been completed effectively by you.	All assignments have been completed by you.	Some assignments have not been completed by you.
Ethical Choices	All content is used legally and cited appropriately.	All content is used legally.	Some content violates copyright law.
Reflection Efficacy	Arguments for why the outcomes for the assignments are important are compelling and convincing.	Reasons and outcomes of the assignments are clear in the reflection.	Reasons or outcomes are not clear in the reflection.
Reflection Outcomes	How the assignments meet the outcomes is clear and detailed.	How the assignments meet the outcomes is clear.	How the assignments meet the outcomes is unclear.
Attention to Assignment	The text falls between 4,000 and 8,000 words and is organized in a way that's easy for readers to consume.	The text falls between 4,000 and 8,000 words.	The text falls short of 4,000 words or goes over 8,000 words (without prior approval).

Your grade for the pedagogical text track will be determined by how well you meet the above criteria.

A   You exceed the expectations for five or more of the criteria. All others are met.
A-   You exceed the expectations for two to four of the criteria. All others are met.
B+   You meet the expectations for all of the criteria.
B   You do not meet the expectations for one of the criteria. All others are met.
B-   You do not meet the expectations for two of the criteria. All others are met.

Application Project Grading
Non-Scholarly Text Track

Expectations	Exceeded	Met	Not Met
Clarity of Purpose	It is clear why the text was created, and this purpose has been realized.	It is clear why this text was created.	It is unclear why this text was created.
Content	Content of the text is engaging.	Content of the text is clear and easy to follow.	Content is unclear or hard to follow.
Design	Design choices make the text more engaging and/or easier to consume.	Design choices are reasonable.	Design choices make the text difficult to consume.
Ethical Choices	All content is used legally and cited appropriately.	All content is used legally.	Some content violates copyright law.
Reflection Rhetorical Choices	You present clear and compelling reasons for the rhetorical choices made.	You present clear reasons for the rhetorical choices made.	The reasons for the rhetorical choices are unclear or incomplete.
Reflection Design Choices	You present clear and compelling reasons for the design choices made.	You present clear reasons for the design choices made.	The reasons for the design choices are unclear or incomplete.
Attention to Assignment	The text falls between 4,000 and 8,000 words and fits the genre you have chosen.	The text falls between 4,000 and 8,000 words.	The text falls short of 4,000 words or goes over 8,000 words (without prior approval).

Your grade for the non-scholarly text track will be determined by how well you meet the above criteria.

A   You exceed the expectations for five or more of the criteria. All others are met.
A-   You exceed the expectations for two to four of the criteria. All others are met.
B+   You meet the expectations for all of the criteria.
B   You do not meet the expectations for one of the criteria. All others are met.
B-   You do not meet the expectations for two of the criteria. All others are met.