

ENG 7970

New Media Composition in English Studies



Multimodal Projects (MMPs)



Learning about multimodal rhetoric is enhanced by learning to create multimodal texts. By being put in a position to make rhetorical moves yourself, you're more likely to be able to see those moves when others make them as well—and you're more able to create effective assignments that incorporate multimodal rhetoric. To this end, you'll be asked to create three short, low-stakes Multimodal Projects this semester: a website, a podcast, and a video. All three projects are to give you practice using more than one mode to communicate meaning.

Individual Projects

- MMP1: Make a Website

For your website, create an introduction to you as a scholar. You can use a website builder (WordPress, Wix, Weebly, etc.) or build one from scratch in a program like Dreamweaver or Aptana. Your site must contain a menu and at least 3 images and three links. At least 1 image should be modified.

- MMP2: Make a Podcast

For your podcast, introduce a concept important to you. The audio should be no more than 1 minute long. It should include at least 1 piece of music and 1 outside sound effect. Audio should be edited.

- MMP3: Make a Video

For your video, summarize one reading from the class. The video should be no more than 1 minute long. It should include at least 1 shot of a person speaking, at least 1 shot of other footage, and at least 1 still image. Edited audio is encouraged but not required.

Objectives

- To practice making meaning in multiple modes.
- To get ideas for multimodal projects for classes you teach.
- To help build ideas for larger class projects.

Requirements

- All MMPs can be quite simple: the purpose is practice, not polished products.
- MMPs should be posted as links in Schoology (unless you get approval not to).

Due Dates

- MMP1 is due Monday, September 24th
- MMP2 is due Monday, October 1st
- MMP3 is due Wednesday, October 10th

Additional Tips

- MMPs are intended to be low-stakes. Don't overdo it! These are for practice.
- If you haven't done this type of project before, your MMPs may not meet your standards. That's okay! The first step to being good at editing media is being bad at it.

Group Option

MMPs may be completed alone or in small groups of up to three students. If you choose to do the MMP as a group:

- All components should be worked on by all members of the group. This means capture, editing, and polish should be done together. Less experienced members of the group should be the primary recorder/editor with more experienced members providing support.
- Group members should write an additional reflection detailing who did what processes.

All other requirements of the MMPs are the same. Length and content requirements *do not* double or triple with additional members.

Grading

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

Expectations	Exceeded	Met	Not Met
Required Media	You have included more than the required media above.	You have included the media required above.	You have not included all required media.
Suggested Topic	You have stayed focused on the suggested topic and used media to enhance understanding of that topic.	You have focused on the suggested topic.	You have not stayed focused on the suggested topic.
Rhetorical Choices	You have used media in a way that effectively influences your audience.	You have used media in a way that influences your audience.	You have used media that is tacked on or ineffective.
Ethical Choices	You have used media legally and cited media correctly.	You have used media legally.	You have violated copyright law.

Your grade for each MMP 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 to 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.