

# 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:

- 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.
- Pedagogical texts should be focused on creating content to teach multimodal projects. 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, samples of projects students might produce (that you have made), and a detailed reflection on all of the pedagogical choices made in the creation of these materials.
- Non-scholarly texts include any other multimodal text. 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

A 3-5 minute overview of your application project will be presented to the class.

### Due Dates

- Proposals are due on Monday, April 2<sup>nd</sup>
- Completion drafts are due on Monday, April 9<sup>th</sup>
- Presentations will be given on Monday, April 19<sup>th</sup>, and Wednesday, April 21<sup>st</sup>
- Final drafts are due on Friday, April 23<sup>rd</sup>

## Additional Requirements and Tips

Application Projects should be placed in your shared 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 is used, place all documents in a folder in your shared folder, and create a single “table of contents” document that links to each piece of your project.

## Presentation Tips

- The Presentations are short, just 3-5 minutes (aim for 4). This means you cannot 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.

## 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 is 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 take-aways.	The take-aways are unclear or absent.
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. One “not met” cancels out one “exceptional.”

		# Exceptional	# Met	# Not Met
A	100	4	0	0
	95	3	1	0
A-	90	2	2	0
B	85	1	3	0
B-	80	0	4	0

## 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 argument of the text is clear and engaging.	The argument of the text is clear.	The argument of the text is unclear.
Development of Argument	The argument is focused on tightly and ties together the project.	The argument is the focus of the project.	The text gets away from the argument.
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).

### *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.

## Application Project Grading (Continued)

### *Pedagogical Text Track (Continued)*

Expectations	Exceeded	Met	Not Met
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.
Ties to Theory	Assignments enact theories read in the class effectively.	Assignments are tied to theories read in the class.	Assignments are not clearly tied to theories read in the class.
Ethical Choices	All content is used legally and cited appropriately.	All content is used legally.	Some content violates copyright law.
Reflection Efficacy	Outcomes for the assignments are compelling and tied to class content.	Outcomes of the assignments are clear in the reflection.	Outcomes of the assignments are not clear in the reflection.
Reflection Outcomes	How the assignments meet the outcomes is clear and tied to class content.	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 is 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).

### *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.

## Application Project Grading (Continued)

### Non-Scholarly Text Track (Continued)

Expectations	Exceeded	Met	Not Met
Connection to Class	Class content is enacted effectively and explained in the reflection.	Class content is reflected directly in the project or in the reflection.	Class content is not addressed in the project or reflection.
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 Connection Project will be determined by how well you meet the above criteria. One “not met” cancels out one “exceptional.”

		# Exceptional	# Met	# Not Met
A	100	8	0	0
	96	7	1	0
A-	92.5	6	2	0
	90	5	3	0
B+	88.5	4	4	0
	87	3	5	0
B	85	2	6	0
	83	1	7	0
B-	80	0	8	0