ENG 7970
New Media Composition in English Studies

OHIO UNIVERSITY
1804

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 are more likely to be able to see those moves when others make them as well—and you are more able to create effective assignments that incorporate multimodal rhetoric. To this end, you will be asked to create three short 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.

Notes

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

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

- MMPs can be quite simple: the purpose is practice, not polish.
- MMPs should be posted as links in Blackboard.
- MMPs should include a short reflection explaining your design choices.

Due Dates

- MMP1 is due Friday, February 12th
- MMP2 is due Friday, February 26th
- MMP3 is due Friday, March 12th

MMP1: Make a Website

For your website, create an introduction to yourself as a scholar: what you study, what you teach, what your goals are, etc. Depending on your experience level, you can use an online website builder (WordPress, Wix, Weebly, etc.), or you can build one from scratch in a program like Dreamweaver or Brackets. If you already have a professional website, you may use this opportunity to update it with prior approval. At minimum, your website must:

- Contain at least three separate sections.
- Contain a menu with navigation to each section.
- Include three different images. At least one image must be modified in an image editor.
- Include three external links.

MMP2: Make a Podcast

For your podcast, introduce a concept important to you, such as a complex idea often misunderstood in your area of research. Audio should be edited in a program such as Audacity, Audition, or Garage Band. Depending on your experience level, the audio may be more or less "polished." At minimum, your podcast must:

- Be no more than 1 minute long. We are editing for concision.
- Include at least one piece of music.
- Include at least one additional sound: another piece of music or a sound effect.
- Test out at least one additional effect, such as noise reduction, a fade, a crossfade, etc.

MMP3: Make a Video

For your video, take the concept from your podcast and add visuals. You are welcome to use the same audio from MMP2 or you can re-record the audio. Video should be edited in a program such as Premiere, iMovie, or Filmora. Depending on your experience level, there may be more or fewer shots and edits between them. At minimum, your video must:

- Include one instance of diegetic sound: where the audio matches what we see on the screen. For example, you see a truck, and you hear a truck.
- Include one instance of non-diegetic sound: where audio does not match what we see on screen. For example, you mention but don't see a truck, and you hear a truck.
- Include at least one still image.
- Include at least one shot of additional moving footage (aside from you talking).

Reflections

Each MMP should be accompanied by a short reflection explaining the choices you made when designing your project and/or how you have met the requirements (for example, where have you used an additional audio effect or included non-diegetic sound). Reflections should be roughly 500 words and should be posted in the discussion board in Blackboard.

Grading

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

Expectations	Exceptional	Met	Not Met
Basic Requirements	You exceed at least two basic requirements.	You meet all four basic requirements.	One or more of the basic requirements is not met.
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.	Focus moves away from the suggested topic.

Grading Continued

Expectations	Exceptional	Met	Not Met
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.	Media is tacked on or unrelated to the rhetorical goals of the project.
Ethical Choices	You have used media legally and cited media correctly.	You have used media legally.	Copyright law has been violated.
Reflection	You have provided clear and convincing explanations for your design choices.	You have provided explanations for your design choices.	The reflection is missing or does not explain design choices.

Your grade for each MMP will be determined by how well you meet the above criteria. One "not met" cancels out one "exceptional."

		# Exceptional	# Met	# Not Met
A	100	5	0	0
	96	4	1	0
A-	92.5	3	2	0
B+	88.5	2	3	0
B	84	1	4	0
B-	80	0	5	0