

ENG 3850

Writing about Culture & Society



Group Prosumer Project

Summary

With 2-3 other members of the class, create a pop culture text, and write a reflection about the creation process.

Basic Requirements

The type, length, and style of the pop culture text is open. The reflection can be written or multimodal and should be the equivalent of 1000 words.

Due Dates

Proposals and contracts are due on **Wed., Feb. 22nd**

Final Drafts and Reflections are due on **Wed., Mar. 22nd**

Responses to others' projects and peer evaluations are due on **Mon., Mar. 27th**

Learning Objectives

- To attempt to become a prosumer.
- To learn about the creation of pop culture texts.
- To reflect on the process of text creation.
- To put pop culture texts into a new context by understanding how they are made
- To work with multiple modes of communication both in the text and in the reflection.

Basics

The basics are the minimum requirements for the Group Prosumer Project.

- Groups will be created based on shared interest in creating a specific kind of text. Once groups are created, get together with your group and decide what the text will be, what steps need to be taken, and who will be responsible for which parts.
- The text you create can fall into a wide range of possible texts, but some possibilities include:
 - Video: A tutorial, a music video, a comedy sketch, a tour, etc.
 - Audio: An original song, a podcast, etc.
 - Visual art: A painting, a comic book, a photo slideshow, etc.
 - Digital texts: A blog, an online article, a website, etc.
- The form you choose should fit the content you want to cover.
- The text must be posted in a specific online space for that kind of text and must be at least semi-public. The audience will be some group beyond the class.
- Document the creation process, especially the choices made in creating the text and why they were made instead of other possible choices. The reflection will focus on this process.
- Submit your final texts in a Google Drive folder shared with me and your group. Your files should be named with your names, your class, and the assignment (i.e. Malcolm Reynolds, Jayne Cobb, and River Tam ENG 3850 Group Prosumer Project).

Grading

Final drafts of both the text and reflection will be graded on a scale of A to F. Your group grade will be based on the following criteria:

- **Creation of text:** The final text looks and feels like a text in the genre you've chosen. While the text may not be perfect, you have attempted to create a polished pop culture text.
- **Form of the text:** The form you have chosen is reasonable for the content covered.
- **Use of affordances of the medium:** You have made use of the affordances for the type of text you have chosen. You take advantage of what *can* be done with the form.
- **Editing and presentation:** Your text is presented in a reasonable way. You have made an effort to edit your text effectively based on the goals of your group.
- **Meeting your goals:** You have followed your contract and met the goals stated therein. Major changes have not been made without Ryan's approval.
- **Choices in text creation:** You have made reasonable choices in the creation of the text. Pieces do not appear to have been included or excluded arbitrarily.
- **Attempts to reach an audience:** You have tried to reach a specific audience, likely through where the text was uploaded, sharing on social media, and other promotion of the text. This may be detailed in the reflection in addition to links to promotion.
- **Reflection:** You have documented the creation process of the text, focusing in particular on the choices made in creating it. You have made clear why the choices were made.
- **Organization of reflection:** You have organized your project into segments that focus on a single topic. Segments are ordered to help your audience understand well. You provide an introduction to orient readers, and a conclusion that summarizes your main points.
- **Response to peers:** You have written a response to all of your peers' group projects offering reactions and feedback.
- **Group member evaluation:** Your group members have responded favorably to your out-of-class work. This is the only part of the Group Prosumer Project that is graded individually.

Grading

- A: You exceed expectations for the assignment. You have met all criteria and gone beyond.
- B: You meet all expectations for the assignment.
- C: You have minor problems meeting some or all expectations for the criteria.
- D: You have major problems meeting some or all expectations for the criteria.
- F: You do not meet the minimum expectations for the assignment.