ENG 3860
Composing in New Media

OHIO UNIVERSITY

1804

Final Project

The Final Project is a bit different than the three earlier projects: the form, length, and content is completely up to you. You will need to pitch these things to me in the project Proposal assignment and back them up in the Proof of Concept assignment. The Final Project also has a more substantial reflection, called the Justification. At the end of the semester, you will present your Final Project to the class, telling us what you made, why you made it, and how your approach was effective.

Proposal

The proposal is an opportunity for you to pitch your project to me. In your proposal, you will:

- Explain the basics of what you want to do with the project. What do you want to achieve, and how will you achieve it? How is this reasonable to complete?
- Give a basic outline of what you intend to create, including each piece you will make.
- Give length requirements. What will you make, how many, and how long?
- Determine an audience. Who do you want to see your content? How will they see it?
- Explain what you already know and what you will need to learn to complete the project.

Your Proposal must be a minimum of 1000 words and should be submitted in a document in your folder in Google Drive

Due Dates

- Proposal: March 28th
- Proof of Concept: April 4th
- Presentation: April 23rd & 25th
- Justification: April 25th
- Final Project: April 25th

Submission

Submission for the Final Project will vary depending on the content. When possible:

- Submit files in your folder in Google Drive.
- Post links to uploaded media in a document in your folder in Google Drive.
- Name documents clearly with your name, your class, and the specific piece of the assignment (e.g. Malcolm Reynolds ENG 3860 Final Project Proposal).

Learning Objectives

- To determine a specific exigency.
- To reflect on audience specifics.
- To plan and create a larger scale project of your choosing.
- To implement learning in the class for a specific purpose.
- To make use of multiple modes to make meaning.

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Proof of Concept

The Proof of Concept is just an opportunity to get feedback on your project before too much has been created. For this project, you will create roughly 10% of the Final Project. For example, you might create:

- A single entry in a video series.
- A single page on a website.
- A scene or snippet from an audio production.
- Multiple posts for a social media page.

Regardless of what you create, the 10% should be polished—not rough. I want to get a good sense of what you can create. Your Proof of Concept should be submitted or linked in Google Drive.

Justification

The Justification is very similar to the reflection from the previous projects, but it is longer and requires more explanation.   In particular, you must answer the following questions:

- Why did you create this project?
- How did you meet the purpose(s) you set out in creating it?
- Who was your audience?
- How did you reach this audience?
- Why did you choose the form you did?
- How did design and editing choices appeal to your audience?
- What sources did you use and how were you authorized to use them?

Your Justification must be a minimum of 1000 words and should be submitted in a document in your folder in Google Drive.

Presentation

You will present your Final Project during the final week of class. Your presentation should be no more than 5 minutes long (with an additional 1-2 minutes for questions). Your presentation should include:

- A brief description of your project and what you hoped to achieve.
- An explanation of who you hoped to reach and what you did to reach them.
- An explanation of how the design choices you made appealed to your audience.
- A sample of content from your project—no more than 90 seconds of presentation time.

Grading

Each piece of the Final Project will be graded separately. In total, the whole Project is worth 40% of your final grade, with 2.5% each for the Proposal, Proof of Concept, and Presentation; 7.5% for the Justification; and 25% for the Project itself.

Grading Criteria for the individual components are listed below.

- □ Proposal
- □ Proof
- □ Presentation
- □ Justification
- □ Project
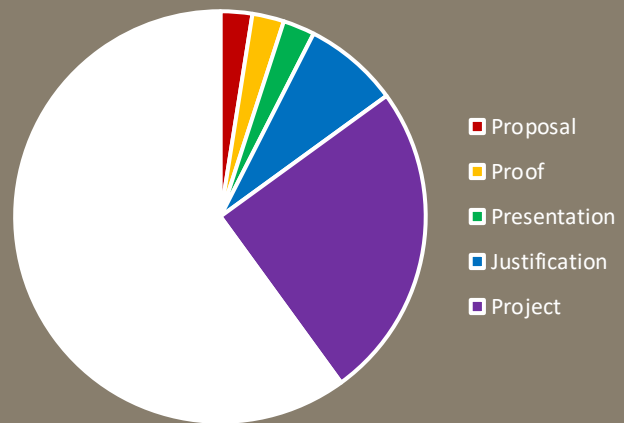
Grading Criteria

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

Expectations	Exceeded	Met	Not Met
Explanation	You explain in detail what the project is, what you hope to achieve, and why it's reasonable.	You explain what the project is, what you hope to achieve, and why it is reasonable.	What the project is, what you hope to achieve, or why it is reasonable is unclear.
Outline	You give a detailed outline of what you intend to include, including number of pieces and lengths.	You give a basic outline of what you intend to include, including number of pieces and lengths.	You give an outline that is missing either what will be completed or the length and number of those pieces.
Audience	You explain in detail who you hope to reach and give specific tactics for reaching them.	You explain who you hope to reach and how you hope to reach them.	You do not include who you hope to reach or who you hope to reach them.
Learning	You explain what you will need to learn to complete the project and steps you will take to learn those things.	You explain what you will need to learn to complete the project.	You do not explain what you will need to learn to complete the project.

The following criteria will be used to determine grades for the Proof of Concept:

Sample	You have completed more than 10% of the Final Project.	You have completed roughly 10% of the Final Project.	You have completed less than 10% of the Final Project.
Polish	The sample is complete and can be used in the final.	The sample is designed like the final.	The sample is rough or incomplete.
Fidelity	You have exceeded the plan laid out in the Proposal.	You have followed the plan laid out in the Proposal.	You have not followed the plan laid out in the Proposal.
Ethics	Outside sources are used legally and attributed. Content without required attribution is explained.	Outside sources are used legally and attributed.	Outside sources are used illegally or are not attributed.

Grading Criteria (Continued)

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

Expectations	Exceeded	Met	Not Met
Explanation	You explain your project clearly and concisely and give specific reasons for what you hope to achieve.	You explain your project and what you hoped to achieve.	You do not explain your project clearly or what you hoped to achieve.
Audience	You give a detailed picture of a specific audience and give specific ways in which they were reached.	You explain your audience and how they were reached.	You do not clearly explain your audience or how they were reached.
Design	You give sound reasons for your design and editing choices.	You explain your design and editing choices.	You do not explain your design or editing choices.
Sample	You provide a representative and interesting sample of your project.	You provide a representative sample of your project.	You do not provide a sample or give one that is not representative.

Your grades for the Proposal, Proof of Concept, and Presentation will be determined by the criteria above. Grades are determined separately for each assignment.

A   You exceed the expectations for more than two of the criteria. All others are met.
B   You exceed the expectations for one to two of the criteria. All others are met.
C   You meet expectations for all criteria.
D   You do not meet the expectations for one of the criteria. All others are met.
F   You do not meet the expectations for more than one of the criteria.

Grading Criteria (Continued)

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

Expectations	Exceeded	Met	Not Met
Explanation	You explain the intended purpose of the project clearly and in detail.	You explain the intended purpose of the project.	You do not clearly explain the intended purpose of the project.
Meeting Purpose	You explain in detail specifics from the project that meet your purpose.	You explain how what you have done meets the purpose.	You do not explain how what done meets the purpose.
Meeting Audience	You explain how you have appealed to your audience. You have proof that the audience has been reached.	You explain how you have appealed to your audience through forum, design, editing, etc.	You do not explain how you have appealed to your audience.
Form	You explain in detail why your project has taken a specific form.	You explain why your project has taken a specific form.	You do not explain why your project has taken a specific form.
Design and Editing	You explain in detail why you have made specific design and editing choices and explain how those choices appeal to the audience.	You explain why you have made specific design and editing choices.	You do not explain why you have made specific design and editing choices.
Sources	You explain the origins of each piece of content, how you have the rights to use it, and the specific method that allows for use (CC, Fair Use, etc.).	You explain the origin of each piece of content and how you have the rights to use it.	You do not explain the origins of content or are using content illegally.

Your grade for the Justification will be determined by the criteria above.

A   You exceed the expectations for more than four of the criteria. All others are met.
B   You exceed the expectations for two to four of the criteria. All others are met.
C   You meet expectations for all criteria.
D   You do not meet the expectations for one to two of the criteria. All others are met.
F   You do not meet the expectations for more than two of the criteria.

Grading Criteria (Continued)

The following criteria will be used to determine grades for the Final Project. Please note that this grade is separate from the ones above:

Expectations	Exceeded	Met	Not Met
Realization of Purpose	You exceeded the purpose detailed in the Proposal.	You met the purpose detailed in the Proposal.	You did not meet the purpose detailed in the Proposal.
Clarity of Purpose	The purpose is clear and detailed from the content itself.	The purpose is clear from the content itself.	The purpose is unclear from the content.
Fidelity	You exceeded the guidelines you set up in the Proposal.	You followed the guidelines you set up in the Proposal.	You did not follow the guidelines you set up in the Proposal.
Form	The form chosen is well matched to the content and audience.	The form chosen fits the content and audience.	The form chosen does not fit the content and audience.
Media Integration	You integrate media very well. Modes build on one another.	You use media in your project effectively.	You do not use media in your project effectively.
Rhetorical Choices	Your choices clearly appeal to the audience chosen.	Your choices suit the audience chosen.	Your choices do not suit the audience chosen.
Audience Outreach	You have reached your audience.	You have positioned your content to reach your audience.	You have not positioned your content to reach your audience.
Ethics	Outside sources are used legally and attributed. Content without required attribution is explained in the Justification.	Outside sources are used legally and attributed.	Outside sources are used illegally or are not attributed.

Your grade for the Final Project will be determined by the above criteria.

A   You exceed the expectations for more than five of the criteria. All others are met.
B   You exceed the expectations for two to five of the criteria. All others are met.
C   You meet expectations for all criteria.
D   You do not meet the expectations for one to three of the criteria. All others are met.
F   You do not meet the expectations for more than three of the criteria.