

ENG 3860

Composing in New Media



Final Project

Summary

Your final project will be designed by you and approved by me. The genre, form, modes, and audience are entirely up to you. The project simply needs to meet an exigence that you've determined yourself.

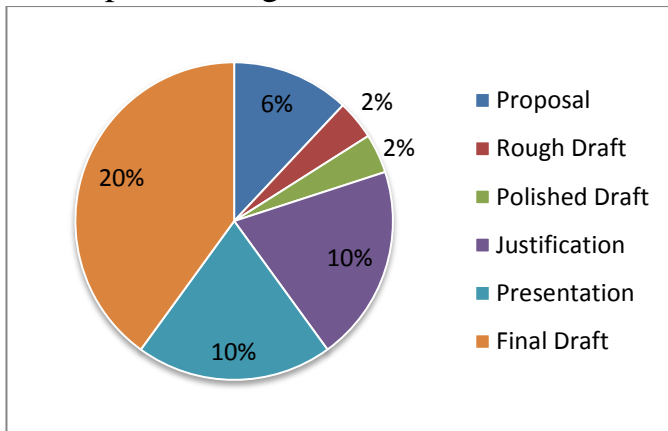
The final project is worth a total of 50% of your grade, but this is broken into several smaller pieces.

Learning Objectives

- To determine an exigency
- To reflect on audience
- To meet the rhetorical situation mindfully and with appropriate mode choices
- To reflect on how multimodal choices are made

Pieces

In addition to smaller assignments done in your journal, you'll have to complete six official parts of the Final Project. Each of these pieces will be explained in more detail on a separate assignment sheet:



Piece	% of Grade	Due Date
Proposal	6%	March 9
Rough Draft	2%	March 28
Polished Draft	2%	April 4
Justification	10%	April 18
Presentation	10%	April 18
Final Draft	20%	April 18

Final Draft Grading Criteria

Your Final Draft will be graded on a scale of A to F. Your grade will be based on the following criteria:

- **Identification and realization of purpose:** You create a purpose for your Final Project and attempt to meet that purpose.
- **Clarity of purpose:** Your purpose is clear through the project and does not require additional explanation.
- **Attention to audience:** You have a specific audience in mind and attempt to appeal to them.
- **Selection of forum:** You have created a space in which to reach your audience.
- **Use of modes:** You use more than one mode to make meaning in your project. The modes build on and add to one another.
- **Mindful organization:** You have organized your project for ease of use and navigation.
- **Rhetorical choices:** It is clear through the project why you have made choices in content and media.

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.

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Final Project: The Proposal

Summary

The proposal will outline what you intend to do for your final project, including how you plan to achieve your goals and why you have chosen this topic. You will need to identify your purpose and audience clearly.

Basic Requirements

Your proposal should be written in Google Drive. While there is no length requirement, provide a detailed outline (including explanations of why you have made these choices), an explanation of your purpose, and an explanation of your audience. I also recommend mock-ups, storyboards, and sample designs.

Due Date

Proposals are due on **Wednesday, March 9th**

Learning Objectives

- To begin thinking critically about choices you are making in your final project.
- To clearly identify purpose and audience and how your project can address these.
- To begin to move toward content creation with sample content.

Basics

The basics are the minimum requirements for this assignment.

- Your proposal should have a very detailed outline of what you plan to do for your project and when you hope to have it completed. Consider not only what you want to create but also why you want to create it. Include things such as where you will get assets and equipment, and how you will conduct research (if necessary).
- Clearly explain what you hope to achieve with your project and why.
- Identify the main audience(s) you want to reach with your project. Explain what you will do to reach them.
- Include additional content depending on your project. For example, you might include mock-ups (if you're creating something like a webpage), storyboards (if you're creating a video), sample designs (for images), and so on. I want to see some indication you are moving toward creating your content.

Grading Criteria

Your proposal will be graded on a scale of A to F. Your grade will be based on the following criteria:

- **Explanation of project:** It's clear what you plan to do and why.
- **Outline:** Your outline provides a clear and detailed look at the steps in the project.
- **Purpose:** You have stated a clear purpose for your project and how you will achieve it.
- **Audience:** You have identified a reasonable audience and what you will do to reach them.
- **Sample content:** You have provided some sample content that helps to demonstrate not that you can produce the project you are proposing but also gives some indication of what your final project will look like.

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.

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Final Project: Rough and Polished Drafts

Summary

You have two drafts due before the final. One is for a peer revision workshop, and one is for conferences with me. Both drafts should be complete versions of your project (but still might need work).

Basic Requirements

The rough draft just needs to be a complete version of your project. It may be very rough. The polished draft should be close to the final version of the project, needing only tweaks.

Due Dates

Rough Drafts are due on **Monday, March 28th**

Final Drafts are due on **Monday, April 4th**

Learning Objectives

- To work on revision.
- To work on incorporating feedback from your peers and professor.
- To learn from how other students approached the project.

Basics

The basics are the minimum requirements for this assignment.

- You can think of these drafts as early versions of the Final Project. Anything you plan to include there should be included here.
- In the rough draft, it's okay to have some things that still need some work, but in the polished draft, these things should be mostly taken care of.
- The main purpose of these assignments is to present stages for feedback. Keep that in mind! Be open to changes and be ready to offer advice.

Grading Criteria

Your Rough and Polished Drafts will be graded on a scale of A to F. Your grade will be based on the following criteria:

Rough Draft:

- **Completion:** The rough draft is graded solely on whether or not you have it done. This means that anything you said you would do is included in the draft—even if it's not polished yet. Your grade will only be reduced if you're missing pieces.

Polished Draft:

- **Response to peers:** You have made an effort to improve your draft based on peer comments and things you may have seen in your peers' projects.
- **Completion:** Your draft is complete: everything you said is included—and now polished. There should not be any "rough" areas left.
- **Response to assignment:** You are meeting the expectations of the assignment. You have done what you set out to do.

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.
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Final Project: Justification

Summary

The justification is a separate document than the rest of the final project. In this, I want you to explain why you have made the choices that you have.

Basic Requirements

Your justification should be about **1000 words** and offer a detailed account of the choices you've made. Share this with me in Google Drive (RPShepherd@gmail.com).

Due Dates

Justifications are due on **Monday, April 18th**

Learning Objectives

- To reflect critically on the choices you have made in your project.
- To connect the choices in this project to choices you may make in future projects.
- To build on skills of metacognition and mindful abstraction.

Basics

The basics are the minimum requirements for this assignment.

- The Justification is the only traditional paper you have in this class, although I am open to audio essays, videos, or Prezis if you prefer.
- Consider all of the choices you have made in your project. These include the big choices, such as why you chose this purpose or audience or why you decided on the modes that you used, to smaller choices, such as specific design features, spacing, fonts, etc.
- You need to demonstrate that your project has been carefully thought out and that you have made specific choices with conscious reflection. Be explicit and be detailed.
- You are welcome to mention alternatives that you did not choose and why you chose not to.
- Please share your document with me in Google Drive (RPShepherd@gmail.com). Name your document with your name, the class, and the assignment, i.e. "Malcolm Reynolds ENG 3860 Justification."

Grading Criteria

Your Justifications will be graded on a scale of A to F. Your grade will be based on the following criteria:

- **Clear reasons for choices:** Why you have made specific choices—from big ones to small—are clear and explained fully.
- **Sound reasoning:** The reasons you put forth are easy to understand and convincing.
- **Careful thought:** It is clear that you have put careful thought into the choices and have considered alternatives.

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.
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Final Project: Presentation

Summary

The presentation is a very short explanation of what you've done, why you've made specific choices, how you've met your purpose, and how you've reached your audience.

Basic Requirements

Your presentation should be a **maximum of 5 minutes**.

Due Dates

Presentations will be in class on **Monday, April 18th and Wednesday, April 20th**

Learning Objectives

- To work on “selling” projects to an audience.
- To work on concise and quick presentations.
- To make rhetorical choices in the presentation format.

Basics

The basics are the minimum requirements for this assignment.

- This presentation will be quite short, a maximum of 5 minutes. Because of this, you'll need to work on cramming a lot in and doing so concisely.
- In particular, I want you to answer these questions:
 - What did I hope to achieve with this project? How did I do it?
 - Who did I hope to reach with this project? How did I do it?
 - What choices did I make in this project that influenced the two points above?
- Media is encouraged for the presentations, including clips from your project. Feel free to use presentation software, such as Prezi or PowerPoint. Feel free to get creative!
- We'll be moving through these quickly, so there won't be time for questions, but we'll be using discussion boards in Schoology to have a backchat during the presentations.

Grading Criteria

Your Presentations will be graded on a scale of A to F. Your grade will be based on the following criteria:

- **Concision:** You get all of the content into the time limit without feeling rushed or without skipping important points.
- **Response:** You respond to the questions above: What you achieved, who you reached, and why you made specific choices.
- **Media:** You have included pieces from your presentation to effectively make your points.
- **Preparation:** You are prepared and have clearly practiced your presentation in advance.
- **Response to backchat:** You have gone through and responded to comments on your presentation.

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.