

ENG 3860

Composing in New Media



Final Project: Overview

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.

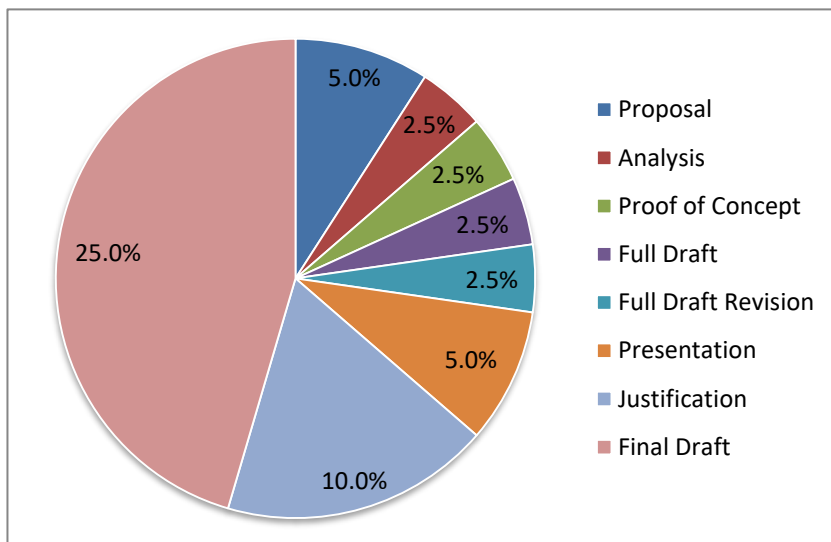
The final project is worth a total of 55% of your grade, but this is broken into several smaller pieces.

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
- To mindfully reach an audience

Pieces

There are eight main parts of the Final Project. Each piece is explained in more detail on a separate assignment sheet:



Piece	Percent	Due Date
Proposal	5%	Feb. 20
Analysis	2.5%	Mar. 1
Proof of Concept	2.5%	Mar. 20
Full Draft	2.5%	Mar. 27
Full Draft Revision	2.5%	Mar. 29
Presentation	5%	Apr. 17-19
Justification	10%	Apr. 19
Final Draft	25%	Apr. 19

Brief Description of Pieces

Each of the eight pieces will be a separate assignment and will be graded separately. The grading criteria for each piece is available on the assignment sheet for that piece.

- **Proposal:** The proposal is a short explanation of what you intend to do for the project, what your purpose in doing so is, who you are trying to reach, and where you will publish your project. You will provide a timeline for completion as well as a timeline for publication. You will also explain what skills you have to complete this project and what skills you will need to learn.
- **Analysis:** You will analyze a text similar to the one you intend to create. In particular, you will look at design choices made, editing choices made, and how the audience has been reached. You will evaluate these choices on their effectiveness.
- **Proof of Concept:** You will create a short sample of the content that you plan to create, accounting for roughly 5-10% of the final project's length. This is to both test your ability to create the project, and to get feedback on design and editing choices.
- **Full Draft:** This is a complete (but maybe unpolished) version of your Final Project. This draft will be commented on by your peers in the class.
- **Full Draft Revision:** The Full Draft will be tweaked based on your peers' comments. This draft will be commented on by me. The Full Draft Revision will also include a draft of your Justification.
- **Presentation:** You will give a short 5-minute presentation to the class in which you will explain the purpose and audience of your project. You will then explain why you have made the main choices in the project's creation. Presentations should include at least one sample pieces from the Final Project.
- **Justification:** The justification is an explanation of the choices you made in the creation of the Final Project. You can think of the Justification as an argument for why the choices you made were the best options available to you. You will explain choices made in selection of purpose, selection of audience, design choices, editing choices, and publication choices.
- **Final Draft:** The Final Draft of the presentation is a fully complete, polished, and published version of your project.

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Final Project: 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.

Due Date

Proposals are due on **Monday, February 20th**

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.
- Identify what you already know that will help with this project as well as what you will need to know that you have not yet learned. Give a clear plan for how you will learn these things.

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:** You explain what you will be doing clearly and fully. You state how many installments you will be creating, the approximate length of each installment, and when each installment will be released. Please keep in mind the timeline for class assignments: do not begin releasing projects before the project has been seen by me.
- **Purpose:** You state clearly and directly that you hope to achieve with your project. This should be detailed.
- **Realization of purpose:** You explain how the specific approach you have selected will reach the goals for your project. It is clear why this method is the best available option to you in order to achieve your purpose.
- **Audience:** You state directly and specifically who you want to reach with this project. Be very specific!
- **Reaching audience:** You state clearly and directly what you will do in order to reach this audience in terms of: the platforms you will publish on, the design choices you are making, and the methods you are using to reach out (for example, by contacting certain groups or posting to specific social media spaces).
- **Outline:** You provide a clear outline of the steps needed to complete each installment of your project, from creation to editing to publication. You provide a rough deadline for these steps—again, keeping in mind class deadlines.
- **Skills:** You state clearly what skills you have to complete this project. You also state what skills you will need to learn and provide a reasonable plan to learn those skills.
- **Purpose:** You have stated a clear purpose for your project and how you will achieve it.
- **Reasonability argument:** You make the argument that the project you are proposing is reasonable for the assignment: you are not taking on something that will be overly easy for you or without a clear purpose, and you are not taking on something that would be unreasonable to complete in the allotted time.

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: Analysis

Summary

The analysis will help you to break down texts similar to the one you want to create. You will select a text as similar as possible to your proposed project and break down the choices made in that text.

Basic Requirements

Your proposal can be a written analysis of **1000 words** or the multimodal equivalent. All analyses should be submitted to me in Google Drive.

Due Date

Proposals are due on **Wednesday, March 1**

Learning Objectives

- To break down a text similar to your own.
- To begin thinking of the choices you will need to make in the creation of your text.
- To explore how those choices manifest in a text like your proposal.

Basics

The basics are the minimum requirements for this assignment.

- Choose a single text that is *as similar as possible* to the text you're hoping to create. Try to choose a text that is a *successful* text, in that you think it's well-received, popular, and/or typical of the type of text you want to create. Be specific in your selection: if you are making an environmental blog, choose another environmental blog and not a fashion blog or news blog. If you're making a tech tutorial video, choose another tech tutorial video and not a comedy sketch or even a non-tech tutorial.
- Analyze the content of the text. In particular, explore the choices that the creator made. How did he or she design the text? How did he or she edit the text together? What media choices (outside audio, video, images, etc.) did he or she make? What platform did he or she use? What other avenues did he or she use to reach the audience for the text?
- Create an overall evaluation of these choices: which choices were effective and why? In what ways could the creator have made a more effective text?

Grading Criteria

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

- **Choice of text:** You have chosen a text that is similar to your own and successful in some way. The reason you have chosen this text is stated directly in the analysis.
- **Analysis of design:** You have explored the design choices the creator of the text has made.
- **Analysis of editing:** You have explored the editing choices the creator has made.
- **Analysis of media:** You have explored the media that the creator has included.
- **Analysis of platform:** You have explored why the specific platform was chosen.
- **Analysis of audience outreach:** You have explored other methods the creator has used to reach out to his or her audience.
- **Evaluation of choices:** You have provided your opinion on whether the choices made were effective for the text. You provide ways in which the text could have been more effective.

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: Proof of Concept

Summary

For the Proof of Concept, you will make a small sample of the content you plan to make for your project. This should be approximately 5-10% of what the final project will be. For example, if you are making a ten-minute video, you should provide at least one minute of sample content.

Basic Requirements

Your Proof of Concept will be approximately 5-10% of your proposed final project. This will vary wildly from student to student. When possible, Proofs of Concept should be submitted in your Google Drive folder.

Due Date

Proofs of Concept are due on **Monday, March 20**

Learning Objectives

- To apply the basic skills needed to complete your project.
- To work through early troubles that may come up in creation and editing.
- To show you can create this project, and get some early feedback from me.

Basics

The basics are the minimum requirements for this assignment.

- Choose a portion of your project that would be helpful to create: an introduction, a single post, or simply a “pilot” of the final project.
- Create this portion, including everything that will likely be included in the final, such as images, music, editing, and so on. This is likely to be different from person to person, but to put it simply, you want to show off all the skills you will need to create your final project.

Grading Criteria

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

- **Choice of portion to recreate:** You have chosen a section that represents the skills that will go into the final.
- **Portion size:** The portion you have chosen is approximately 5-10% of the final project (unless okayed with Ryan in advance).
- **Use of skills needed for final:** You have demonstrated all of the main skills you will need to complete the final project.

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: Full Draft and Full Draft Revision

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 Full Draft should be a complete version of Final Project. While it may need minor tweaks, it should be viewable and be able to stand alone. The Full Draft Revision is a version that has been updated with feedback from the Full Draft.

Due Dates

Full Drafts are due on **Monday, March 27th**

Full Draft Revisions are due on **Wednesday, March 29th**

Learning Objectives

- To get a full working draft to build on.
- To get feedback on changes that can be made to improve your draft.
- To work on incorporating feedback.

Basics

The basics are the minimum requirements for this assignment.

- The Full Draft should be complete: it should include all content that you stated you would create in the Proposal.
- The Full Draft Revision should also include all of this content, but changes to this content should have been made to reflect your peers' comments. In addition, Full Draft Revisions should include a draft of your justification: The choices you made in your project and why you made them.

Grading Criteria

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

Full Draft:

- **Completion:** The Full 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.

Full Draft Revisions & Justification 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.
- **Justification:** You have a full draft of your Justification.
- **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.
- F: You do not meet the minimum expectations for the assignment.

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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 17th and Wednesday, April 19th**

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!
- Include at least one sample from the actual project as part of your presentation. Sample content should take up no more than 1 minute of your presentation time, however.
- 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:

- **Explanation of main points:** You explain your purpose and audience clearly.
- **Explanation of choices:** You explain why the design, audience, and reach choices that you made were the best available.
- **Sample content:** You include at minimum at least one piece of content you created for the project. This content takes up no more than 1 minute of your time.
- **Presentation of media:** You present the media in a way that is effective and helpful for the audience. This likely means using presentation software, such as PowerPoint or Prezi. Other options are acceptable as well.
- **Concision:** You get all of the content into the time limit without feeling rushed or without skipping important 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.

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Final Project: Final Draft

Summary

The final draft is the fully complete, polished, and published version of your final project. All pieces must be complete, and all pieces should be either currently made publicly available or a detailed plan for their publication should be provided.

Due Date

Final Drafts (along with Justifications) are due on **Wednesday, April 19th**

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
- To mindfully reach an audience

Grading Criteria

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

- **Realization of purpose:** The purpose presented in your Proposal and Justification has been realized in the project.
- **Clarity of purpose:** Your purpose is clear through the project and does not require additional explanation.
- **Attention to audience:** The audience that you have selected is being appealed to directly in the content of the project.
- **Selection of forum:** You have created a space in which to reach your audience. This space is appropriate for the 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.
- **Ethical media use:** The media you have used has been created by you, used with permission, or used ethically under creative commons/fair use/public domain rules. It is clear in the credits or description of the project which of these applies.

Grading Criteria (Continued)

Grades

- 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: 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** or the multimodal equivalent and should offer a detailed account of the choices you've made in your Final Project. The ultimate goal of the Justification is to make the argument that the choices you made were the best ones available. Share this with me in the class folder you created in Google Drive.

Due Dates

Justifications are due on **Wednesday, April 19**

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 can be presented as a traditional paper, a video, a podcast, a slide presentation, or another multimodal format (approved by me).
- 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. Remember, you are making an argument that the choices you made were the best options available. This may involve mentioning options you chose *not* to use and why.
- Please place this document in the shared class folder in Google Drive. 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:

- **Rationale for purpose:** You offer a clear reason for why the purpose of the assignment is reasonable.
- **Rationale for audience:** You explain why you have chosen to attempt to reach the audience you have.
- **Attempts to reach audience:** You explain clearly what you have done—in design, platform choice, and marketing—to reach your audience.
- **Rationale for choices of formats and modes:** You explain why you have chosen the format you have, and why you have presented information using certain modes. You explain how this relates specifically to your purpose, audience, and ability levels.
- **Design choices:** You explain why you have made specific design choices, and why these choices were the best available. You explain why these choices were rhetorically effective.
- **Editing choices:** You explain why you chose to edit your media together in the way that you did, including choices for when, where, and why certain media have been included.
- **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.
- **F:** You do not meet the minimum expectations for the assignment.