

# ENG 3860

## Composing in New Media



### Analysis Project



For the Analysis Project, you will choose a type of media you would like to create—possibly for the Creation Project. You may choose something such as a video, podcast, video game, website, or something else. Then, you will break down that media based on the analytical tools we have learned from reading *Writer/Designer*. You will break it down both for the rhetorical choices made in terms of audience, purpose, context, and genre and the design choices made in terms of emphasis, contrast, color, organization, alignment, and proximity. Your goals should be to better understand the choices made in creating this piece of media, to help others understand those choices, and to consider how you will make similar choices when you create content.

### Due Date

- Final drafts are due Wednesday, Feb. 10th.

### Objectives

- To understand and analyze rhetorical choices in media.
- To understand and analyze design choices in media.
- To practice explaining design choices to an audience.
- To practice integrating media into text.

### Requirements

- The Analysis Project at least 1200 words.
- Projects must include samples from the media you are analyzing, such as video or audio clips, screen captures, and quotes.
- Projects should be submitted in your shared folder in Google Drive.
- Projects should be named with your name, the class, and the assignment (e.g. “Malcolm Reynolds ENG 3680 Analysis Project”).

### Grading

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

Expectations	Exceptional	Met	Not Met
Focus	Your project focuses entirely on analysis of your text.	Your project focuses primarily on analysis of your text.	The project goes into sidetracks unrelated to analysis, such as summary of the text.
Audience	You clearly identify who your text was created for and provide evidence for your claims.	You identify who your text was created for.	It is unclear who the text was created for.

## Grading (Continued)

Expectations	Exceptional	Met	Not Met
Purpose	You clearly explain why your text was created and provide evidence for your claims.	You explain why your text was created.	It is unclear why your text was created.
Context	You explain when your text was made, where it was posted, what social contexts it is responding to, and how it is responding to those contexts.	You explain when your text was made, where it was posted, and what other social contexts it is responding to.	It is unclear when your text was made, where it was posted, and/or what social contexts it might be responding to.
Genre	You clearly identify your text's genre, compare it to other texts in the genre, and provide explanations for how it fits and doesn't fit in that genre.	You identify your text's genre and compare it to other texts in the genre.	The text's genre is unclear, or it is not compared to other texts.
Design Choices	You identify a minimum of 5 specific design choices and clearly explain how they affect the meaning of the text. You provide clear examples of these choices.	You identify a minimum of 3 specific design choices and explain how they affect the meaning of the text.	Fewer than three specific design choices are identified or explained.
Use of Samples	You have used at least 5 samples from your text to help you analyze it. The samples help readers understand your points.	You have used at least 3 samples from your text to help you analyze it. The samples relate directly to your analysis.	Fewer than 3 samples have been used, or the samples do not clearly relate to the analysis.
Media Integration	Samples of media are placed in ways that help readers understand and are explained clearly in the text using specific references to what readers should pay attention to.	Samples of media are placed near where they are discussed and referenced directly in the project.	Samples are absent, are placed in ways that are confusing, or are not referenced in the project.

## Grading (Continued)

Expectations	Exceptional	Met	Not Met
Organization	The organization enhances the text, making it easy to follow. There is a clear introduction with a helpful overview and a clear conclusion with an insightful summary.	The organization is reasonable. There is a clear introduction with an overview and a clear conclusion with a summary.	The organization is hard to follow, and/or the project is missing an introduction or conclusion.
Attention to Assignment	You meet the basic requirements of the assignment. It is a minimum of 1200 words, includes media, is shared in Drive, and is named appropriately.	You are close to the basic requirements of the assignment but may have missed one or more pieces.	The project is well short of the 1200-word requirement, does not include media, is not shared, or is not named appropriately.

Your grade for the Analysis Project will be determined by how well you meet the above criteria. One “not met” cancels out one “exceptional.”

		# Exceptional	# Met	# Not Met
A	100	10	0	0
	97.5	9	1	0
A-	94	8	2	0
	91	7	3	0
B+	88.5	6	4	0
	87	5	5	0
B	85	4	6	0
	83	3	7	0
B-	80	2	8	0
C+	78.5	1	9	0
C	75	0	10	0
C-	70	0	9	1
D+	68.5	0	8	2
D	65	0	7	3
D-	60	0	6	4