

ENG 3860

Composing in New Media



Creation Project



The Creation Project is a bit different than the 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, and we will nail down the exact expectations during our conference about your project. As with the MPs, the Creation Project also has a reflection in which you explain what you learned and why you made the choices you did. During the final week of class, you will present your Creation Project to the class telling us what you made, why you made it, and how your approach was effective.

Due Dates

- Proposals are due Friday, March 26th.
- Conferences will be held March 29th and 31st.
- Drafts will be due Friday, April 16th.
- Presentations will be given April 19th and 21st.
- Final Drafts will be due on Friday, April 23rd.

Proposal

The proposal is a pitch for what you want to do for your project. In your proposal, you will:

- Explain what you will be creating and what your goal is for the project.
- Explain how many installments there will be and how long each installment will be
- Give a basic outline of what will be included in each installment.
- Determine an audience. Who do you want to see your content? How will they see it?
- Explain how you plan to edit the projects (heavy or light editing), and what you need to learn and what assets you need to collect to be able to complete that editing.

Your Proposal should follow the template [here](#) and should be a minimum of 600 words.

Please submit your Proposal in your shared folder in Google Drive.

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.

Submission

- Place your Reflection in your shared folder in Google Drive.
- Use the Reflection as your main “anchor” for other material: Link directly from the reflection to other parts of your project.
- Be sure those other parts are public or able to be viewed.
- As usual, name all documents with your name, the class, and the assignment (e.g. “Malcolm Reynolds ENG 3860 Creation Project Proposal”).

Possible Directions

The Creation Project can take a number of forms, but here are some basic guidelines to give you an idea of what I expect. A general rule of thumb is that your Creation Project should take you about 10 hours to make in total (recording, finding assets, editing, etc.). You could create:

- 5-10 minutes of heavily edited video (such as a sketch or music video).
- 15-20 minutes of lightly edited video (such as an interview or blog).
- 5-15 minutes of heavily edited audio (such as a narrative podcast or an original song).
- 20-30 minutes of lightly edited audio (such as an interview or news podcast).
- 1 complete digital comic book.
- 1 complete website.
- 1 complete text-based video game.
- 1 proof of concept graphical video game.
- 1 complete board game.
- 1 social media account with a minimum of 20 heavily edited image posts.

The above is based on actual projects students have completed in the past. I am more than open to other ideas if you have a project you would like to create not listed above.

Reflection

The Reflection for the Creation Project is very similar to the reflections from the MPs, but it is longer and requires more explanation. 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?
- What rhetorical choices helped you reach your audience, meet your purpose, and respond to your context?
- How did your project fit and not fit the usual genre for this type of project?
- What design and editing choices did you make to help reach your audience, meet your purpose, and respond to your context?
- What sources did you use and how were you authorized to use them?

Your Reflection must be a minimum of 1000 words and should be submitted in your folder in Google Drive. Use your reflection to link to the documents in your project.

Presentation

You will present your Creation Project during the final week of class. Your presentation should be no more than 3 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 rhetorical and design choices you made appealed to your audience.
- A sample of content from your project—no more than 30 seconds of presentation time.

Presentation Grading

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

Expectations	Exceptional	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.	The project or what was achieved was not mentioned or incomplete.
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.	The audience or how they were reached is not clearly explained.
Rhetorical and Design Choices	You give sound reasons for your rhetorical, design, and editing choices. You offer clear examples of these choices and how they improved your project.	You explain your rhetorical, design, and editing choices.	Rhetorical, design, and/or editing choices are not clearly explained.
Sample	You provide a representative and interesting sample of your project.	You provide a representative sample of your project.	A sample of content is not provided or not representative.
Attention to Assignment	You meet all criteria, use presentation software to organize your ideas, and fall under 3 minutes.	You meet all criteria but do not use software to organize ideas and/or go over time.	The presentation goes well over time and/or is disorganized.

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

	# Exceptional	# Met	# Not Met
A	100	5	0
A-	92.5	4	1
B+	87	3	2
B-	82	2	3
C+	77	1	4
C-	72	0	5
D+	67	0	4
D-	62	0	3
F	57	0	2

Project and Reflection Grading

The following criteria will be used to determine grade for your Creation Project—including the Reflection:

Expectations	Exceptional	Met	Not Met
Installment Fidelity	You have exceeded the installment number and length guidelines you set up for yourself in the Proposal.	You have met the installment number and length guidelines you set up for yourself in the Proposal.	The installment number and length guidelines established in the Proposal were not met.
Editing Fidelity	Your project is more heavily edited than you stated in the Proposal. Additional media are used.	Your project is edited as heavily as you stated in the Proposal.	The project is not as heavily edited as stated in the Proposal.
Purpose Fidelity	Your project is meeting the purpose you established in your Proposal effectively.	Your project is meeting the purpose you established in your Proposal.	The project does not clearly meet the purpose established in the Proposal.
Media Integration	You integrate media very well. Modes build on one another.	You use media in your project effectively.	Media is not used effectively in the project.
Rhetorical and Design Choices	Your rhetorical and design choices clearly appeal to the audience chosen.	Your rhetorical and design choices suit the audience chosen.	Rhetorical and design choices do not suit the audience chosen.
Audience Outreach	You have reached your audience.	You have positioned your content to reach your audience.	The content is not positioned to reach the intended audience.
Ethical Media Use	All media sources are used legally and attributed correctly.	All media sources are used legally.	Some media sources are used illegally.
Reflection: Purpose	What you created, why it as created, and how your purpose was met are all clear.	What you created and why is clear.	It is unclear why the project was created.
Reflection: Audience	Who you hope to reach, how you attempted to reach them, and what methods were effective in reaching them is clear.	Who you hoped to reach and how you attempted to reach them is clear.	The audience and how they were reached is unclear.

Project and Reflection Grading (Continued)

Expectations	Exceptional	Met	Not Met
Reflection: Rhetorical & Design Choices	How your project was adapted to meet your audience is clearly explained and specific examples are given.	How your project was adapted to meet your audience is explained.	How the project met audience expectations is unclear.
Reflection: Use of Sources	Why sources were the best option and how they were used legally (with verification) is explained.	Why sources were used and how they were legal is explained.	Why sources were used or how they were legal is unclear.
Attention to Assignment	Your Reflection is over 1000 words, is shared in Google Drive, is named appropriate, and effectively links to all other content in your project.	Your Reflection is near 1000 words, and one or more problems may have come up in sharing, naming, and linking.	The Reflection is well below 1000 words and/or multiple problems have come up in sharing, naming, and linking.

Your grade for the Creation Project will be determined by the criteria above. A “not met” cancels out one “exceptional.”

		# Exceptional	# Met	# Not Met
A	100	12	0	0
	97.5	11	1	0
	95	10	2	0
A-	92.5	9	3	0
	90	8	4	0
B+	88.5	7	5	0
	87	6	6	0
B	85	5	7	0
	83	4	8	0
B-	80	3	9	0
C+	78.5	2	10	0
C	75	1	11	0
	73	0	12	0
C-	70	0	11	1
D+	68.5	0	10	2
D	65	0	9	3
D-	60	0	8	4