

ENG 3860

Composing in New Media



Media Projects (MPs)

The Media Projects are designed to get you to test out media creation in a few low-stakes assignments. You will learn to make a website, a podcast, and a video. For each project, I want you to go just beyond your current ability level: if you are new to this kind of media, just create a basic version of the project. If you are already an expert at this type of media, try out something new! With each project, you will also submit a short reflection explaining your experience of creating the project, what you learned, and why you made the choices that you did. Keep in mind that MPs may give you ideas for future projects.

Notes

- MPs are intended to be low stakes. If they do not turn out great, do not worry! The first step to being good at something is being bad at it.
- Be mindful of going *just beyond* what you already know how to do. You are encouraged to experiment and try new things in the MPs.

Objectives

- To practice making different kinds of media.
- To practice using new media creation tools.
- To reflect on media creation.
- To get ideas for later projects.

Requirements

- Each MP should be accompanied by a reflection of at least 500 words
- Please submit your reflection in your shared folder in Google Drive. Name your file using your name, the class, and the assignment (e.g. “Malcolm Reynolds ENG 3860 MP1”).
- Please put a link to your MP in your reflection.

Due Dates

- MP1 is due Friday, February 19th
- MP2 is due Friday, March 5th
- MP3 is due Friday, March 19th

MP1: Make a Website

For your website, create an introduction to yourself. You can go one of two ways with this, either creating a resume site or one showcasing your work. Depending on your experience level, you can use an online website builder (WordPress, Wix, Weebly, etc.), or you can build one from scratch in a program like Dreamweaver or Brackets. If you already have a website, you can use this opportunity to update it with prior approval. At minimum, your website must:

- Contain at least three separate sections.
- Contain a menu with navigation to each section.
- Include three different images. At least one image must be modified in an image editor.
- Include three external links.

MP2: Make a Podcast

For your podcast, explain a concept from your major or future career. Try to choose something that may be easily misunderstood. For example, I could explain “multimodality.” Audio should be edited in a program such as Audacity, Audition, or Garage Band. Depending on your experience level, the audio may be more or less “polished.” At minimum, your podcast must:

- Be no more than 1 minute long. We are editing for concision.
- Include at least one piece of music.
- Include at least one additional sound: another piece of music or a sound effect.
- Test out at least one additional effect, such as noise reduction, a fade, a crossfade, etc.

MP3: Make a Video

For your video, take the concept from your podcast and add visuals. You are welcome to use the same audio from MP2 or you can re-record the audio. Video should be edited in a program such as Premiere, iMovie, or Filmora. Depending on your experience level, there may be more or fewer shots and edits between them. At minimum, your video must:

- Include one instance of diegetic sound: where the audio matches what we see on the screen. For example, you see a truck, and you hear a truck.
- Include one instance of non-diegetic sound: where audio does not match what we see on screen. For example, you mention but don’t see a truck, and you hear a truck.
- Include at least one still image.
- Include at least one shot of additional moving footage (aside from you talking).

Reflections

Each MP should be accompanied by a short reflection explaining what you learned from the project and why you made certain choices. You can also use the reflection to explain how you met the requirements if it is not obvious just by watching or listening. Reflections should be at least 500 words and should be submitted in your shared folder in Google Drive.

Grading

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

Expectations	Exceptional	Met	Not Met
Basic Requirements	You exceed at least two basic requirements.	You meet all four basic requirements.	One or more of the basic requirements is not met.
Suggested Topic	You have stayed focused on the suggested topic and used media to enhance understanding of that topic.	You have focused on the suggested topic.	Focus moves away from the suggested topic.

Grading Continued

Expectations	Exceptional	Met	Not Met
Rhetorical Choices	You have used media in a way that effectively influences your audience.	You have used media in a way that influences your audience.	Media is tacked on or unrelated to the rhetorical goals of the project.
Ethical Choices	You have used media legally and cited media correctly.	You have used media legally.	Copyright law has been violated.
Reflection	You have provided clear and convincing explanations for your design choices.	You have provided explanations for your design choices.	The reflection is missing or does not explain design choices.

Your grade for each MP 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	0
A-	92.5	4	1	0
B+	87	3	2	0
B-	82	2	3	0
C+	77	1	4	0
C-	72	0	5	0
D+	67	0	4	1
D-	62	0	3	2
F	57	0	2	3