

Project 3  
Digital Media Fusion: The Multimodal Campaign

As you begin the last project for this course, you need to reflect on your experiences thus far. First, consider the range of production technologies you have had early and brief experiences with:

- Microsoft Word
- Adobe Photoshop
- Macromedia Dreamweaver
- Audacity
- Macromedia Flash (coming soon)
- I-movie (coming soon)

Also, consider the range of composing assignments you have had early and brief experiences with:

- Composing with print text
- Composing with non-print materials
- Collecting media assets
- Re-mixing images
- Layering audio
- Illustrating in a timed space (coming soon)
- Editing video (coming soon)

Next, consider the range of concepts you have had early and brief experiences with:

- Rhetorical choice
- Persuasion and argumentation
- Design
- Media choice
- Research

Finally, consider the types of composing processes you have had early and brief experiences with:

- Descriptive composing
- Analytical composing
- Argumentative composing
- Reflective composing
- Collaborative composing

Your final project in this class, a collection of texts you will compose, will involve a complex fusion of these technologies, assignments, concepts, and processes, where you will be asked to make appropriate and thoughtful choices in order to achieve this blend. All of these texts will be on the same topic, and all of them will be argumentative, each approaching their goals and reaching their audiences in different ways. You will find that thinking about and working on them simultaneously will allow them to feed into and enrich each other. You will work on these projects collaboratively in a production team of three to four students that you have chosen, drawing on one another's affinities and expertise with particular media and composing processes.

*Assignment:*

With your production team, collaboratively create a multimodal campaign portfolio on a subject of your choice but that is relevant to a university audience. In this project, you will want to take strong, clearly articulated positions where you promote thinking and action that will influence particular audiences. You must fuse appropriate media based on your audience, your purpose, and the forum where you hope to achieve your goals. You want to target your audiences: bring them to your side of an argument, change their thinking, alter their behavior or actions. How you do that and what media you use to do that will be up to you. The concept of “range” will be highly valued as your portfolio is assessed.

The only part of this project that will be prescribed to you is a Project Analysis. In this analysis, you must answer the following generative questions:

In what ways are your production team's multimodal campaign arguments effective? What choices did you make when considering your audience, your purpose, and your forum where you hope to achieve your goals, and why did you make these choices?

This analysis should be exceptionally well developed and must rely heavily on print text and its appropriate associated conventions. You might consider your audience and your purpose in terms of assessment and evaluation. Why should an organization/agency/program/institution use your projects in a campaign they are developing? How might you convince them that your production team worked well together and made thoughtful decisions about this work? This project should be carefully researched and documented (using MLA style of documentation).

*The Project Proposal:*

Early in this project, you will need to convince me that your portfolio idea is both effective and rigorous. To do this, you will write a short Project Proposal. Your proposal will describe your project and how you plan to complete it. In this proposal, you are describing both the issue at hand that your project addresses (the topic) as well as how you plan to execute the project. Your proposal must describe your targeted audience and argue why your approach will meet this audience's needs. Your proposal will be evaluated according to the following questions:

- Do the proposal writers take a creative and innovative approach toward the subject matter?
- Do the proposal writers carefully consider the project's audience and scope?
- Do the proposal writers articulate a logical relationship between the subject matter, the intended audience and purpose, and the chosen media?
- Do the writers use clear, descriptive prose in their proposal?