

Major Project 1: Creative Synthesis

Due Date:

Draft 1 / Proposal: Tuesday, January 28th, at 11:59pm on Canvas

Draft 2 / Project + Memo: Thursday, February 6th, at 11:59pm on Canvas

Targeted Outcomes: 1, 2, 4

Task: Drawing on the course texts and your understanding of multimodality, develop a creative project presenting a synthesis of two course texts.

- You must refer to at least two of the class readings and use at least three external ‘found’ objects.
- The genre in which you decide to present your argument almost entirely up to you and whom you are trying to reach as an audience. **Your only limitation is that you may NOT create a traditional academic essay or use exclusively linguistic modes.** Take this as an opportunity to get creative. You could create a video, a podcast, a piece of art, a book art, etc.
- You should practice ethical citation methods consistent with your genre.

Because this is a more involved project than the previous assignments, there will be two drafts and two due dates. The first draft will be a short proposal that indicates which course texts will be used, offers sample ‘found’ objects, and gestures to which modes the creative project will use. The second draft will be the completed creative synthesis using at least three modes, paired with a composer’s memo.

- 1) **Draft 1 / Proposal:** Craft a 2-page proposal to develop your concepts for the found composition project. Identify which course texts you will put into conversation and collect at least five objects that you may or may not use for the creative component. These elements might be pictures, videos, sound clips, material artifacts, etc.
 - a. Which of the two assigned course texts will you put into conversation and why?
 - b. What kind of project do you want to produce and how will you incorporate the found objects?
 - c. Who is your target audience and what modes will be most effective to communicate?
 - d. What found objects will you use and how will you pair them with course texts?
 - e. What modes will you employ and how will you use their design elements?
- 2) **Draft 2 / Project + Composer’s Memo:** Create a multimodal project that puts course texts in conversation with each other and found objects. Provide a linguistic ‘composer’s memo’ in which you explain why you made specific choices. Be sure that your use of multiple modes is purposeful and intentional.
 - a. The composer’s memo can draw on the proposal but should not be exactly the same. Use this space to explain your rhetorical situation, your intended audience, your choice in genres and modes, and how those modes function to express your argument.
 - b. Determine the mode(s) you will utilize and the genre(s) in which you will operate, unpacking why you have made these choices.
 - c. Include a statement of goals and choices to (1) describe your goals and the stakes of your project and (2) describe the choices you have made to fulfill these goals.
 - d. Dedicate space at the end of the composer’s memo to acknowledging how you negotiated and incorporated peer feedback.
 - e. The composer’s memo should roughly be 3-4 pages double spaced in 12 point Times New Roman font.

You are welcome to use physical or digital media (or a combination thereof), but you will need to submit your project electronically, so please scan any physical projects. If digitization will not be possible, talk to me and we’ll figure out another way for you to turn it in.

MP1 Rubric:

	Outstanding (4.0—3.7)	Strong (3.6—3.1)	Good (3.0—2.5)	Acceptable (2.4—2.0)	Needs Work (1.9—1.0)
How does this piece answer the prompt?					
Is the piece composed strategically for its intended audience and context?					
How does the piece demonstrate modal awareness?					
Is the message clear and consistent in its use of modes?					
Does the use of modes work together to present the message? Do the modes complement each other?					
Does the piece analyze and synthesize multiple sources efficiently?					
Does the piece incorporate at least two course texts and three found objects?					
Does the piece use sources ethically?					
How does the composer's memo explain the use of design elements and modal affordances?					
How does the composer's memo articulate and assess effects of composition choices?					
Does the composer's memo include specific details?					
Does the composer's memo show consideration and incorporation of peer feedback?					