Sequence 2: Multimodal Project

SA3: Research Overview

Let's say you already have a topic in mind for your multimodal project, which should be related to culture, language, and/or identity. Before you start, it's important to know *what* has already been said about that topic -- an exploratory process that's similar to what you'd do when writing a research paper. At the same time, you also need to explore *how* other authors are presenting that topic. To narrow your topic idea and help you think about ways to design your multimodal project, write/compose a research overview using the following steps:

1. Find and read 5 to 20 texts on your topic (talk to me ahead of time if you work in groups) on one culture/language/identity issue, across a range of media.
2. List the arguments, points, or key ideas those texts offer about your topic. This is the *what*.
3. List the genres, modes, and multimodal design choices that the texts use. This is the *how*.
4. Analyze how the *what* relates to the *how* (using rhetorical analysis-- context, author, purpose, audience, and genre), and decide which texts seem the most successful given their rhetorical situation.
5. Identify which themes in those successful texts most inspire you to do further research. (If a key idea seems to be missing from the list you compiled in step 2, that might also be a good place to do more research). Shorten your list of themes down to one or two ideas.

Your research overview can take the format of a "traditional" essay, annotated bibliography, or other format that you think will help you and me understand your research process and intended topic. Your research overview should not be shorter than 750 words.

SA4: proposal

In professional and academic situations, proposals are often used to plan larger projects, and sometimes also to gain support for them (in the form of money, institutional legibility, and other resources). As such, a successful proposal situates the author as credible and the project as both feasible and valuable.

In the context of your multimodal project, you will be required to submit a 3-5 page proposal (12 font, double space) in order to frame your thinking about it. Think about whom your audience is, and how you can convince your audience this project is important.

MP2: multimodal project & reflection

Part 1: In this assignment, you will make an argument about the culture/language/identity issue. This argument cannot take a traditional alphabetic text based approach. Instead, the argument must somehow cause your audience to move through a multi-sensory experience (virtual or otherwise) that will make the argument. It is up to you to craft that experience to be argumentative for their intended audience.

Part 2: Blog Reflection
Throughout the second sequence, you'll be doing reflection blog posts about your design process. There have to be AT LEAST 5 blog posts that talk about the following:
- what research you did to choose a genre and a topic for your project
- what you gained from the process of working with multimodal sources
- how you assembled your team and/or necessary technologies

- problems you came across while designing your project and the strategies you used to address them
- the revisions you made to your project and why.

After having the MP2 experienced by classmates, you will make another post that reflects on what went well, what didn't, and how you might revise it for the future.