

## Revised/Repurposed Argument Prompt: Multimodal Composition

*(adapted from Crystal VanKooten's assignment in the English Department Writing Program Guide)*

**Final Project Due Date:** Friday, April 20 at 4:30 pm

**Length and Formatting Guidelines:** The length and formatting depend on the chosen mode and medium of the project. In general, your project should take around 5-10 minutes to present or share.

**Purpose:** In this assignment, you will choose an essay you drafted earlier in the semester and substantially revise the content, structure, style, and format by changing its genre, audience, and mode. Throughout the revision process, we will consider the ways our language use changes in the digital environment as well as the ways we can compose 'texts' in modes beyond the written form and adapt our work to various audiences and contexts.

1. **Genre:** Repurpose your original essay for a new genre; for example, transform your literacy narrative in a visual collage.
2. **Audience:** Target the composition to a specific audience; for example, shift from a general academic audience to a popular audience or a particular group of individuals.
3. **Mode:** Integrate at two modes in order to create a multimodal composition:

Mode 1: Linguistic: language, words, colors, or fonts

Mode 2: Audio: sound effects, talk, music, or voice

Mode 3: Visual: images, pictures, drawings, illustrations, animations, or video

Mode 4: Spatial/Kinesthetic: gesture, movement, embodiment, nonverbal communication

### Possible Ideas:

- Visual collage of your literacy narrative...
- Podcast/sound composition on your rhetorical analysis essay...
- YouTube video on the findings of your research-based essay... the topic
- Google Slides presentation on the findings of your research-based essay...

### Possible Audiences:

- to share with your family/friends
- to share with local radio/podcast listeners
- to share with YouTube viewers interested in
- to present to a company/organization in the field

### Other Possible Ideas:

- Newspaper/magazine article
- Blog post
- Webpage/e-portfolio
- Comic book/graphic novel

### **Materials for Study:**

#### **Published Works:**

- Bill Cope and Mary Kalantzis, “Considering Multiliteracies:” <http://newlearningonline.com/multiliteracies/videos>
- Anne Curzan, “What Makes a Word Real?” TED Talk: <https://www.youtube.com/watch?v=F6NU0DMjv0Y&list=PLqNV1hIPds03Pc7XVXvCU-r7KSqMlzDio>
- DeVoss, et. al., “On Multimodal Composing:” <http://kairos.technorhetoric.net/21.2/praxis/devoss-et-al/index.html>

#### **Approximate Lengths:**

Below are recommended lengths for each project type, though these are approximate and flexible.

- Visual collage/illustration/poster: 1-2 pages
- Podcast: 5-10 minutes
- Video: 5-10 minutes
- Slide presentation: 10-12 slides
- Blog post/article: 2-3 pages, double-spaced
- Website: 3-5 webpages

**Criteria:** As you will choose your own genre, audience, and mode, you can optionally adapt the criteria to fit the goals and needs of your individual project. The rubric will include:

Content/Argument:	Structure/Organization:	Craft/Format:
<b>A-Level: Extraordinary</b>		
<ul style="list-style-type: none"> <li>- <b>Audience:</b> clearly addresses a specific audience</li> <li>- <b>Argument:</b> communicates a clear, thoroughly developed argument</li> <li>- <b>Analysis:</b> incorporates insightful, sophisticated analysis and reflection</li> <li>- <b>Revision:</b> substantially revises the original essay's content, including the language and style</li> </ul> <p><i>Optional:</i> propose additional criteria relevant to your particular genre, mode, or audience</p>	<ul style="list-style-type: none"> <li>- <b>Structure:</b> integrates a clear structure and logical flow; effectively connects ideas</li> </ul> <p><i>Optional:</i> propose additional criteria relevant to your particular genre, mode, or audience</p>	<ul style="list-style-type: none"> <li>- <b>Genre:</b> is crafted in a manner that follows the conventions of a particular genre (the collage, the presentation, the podcast, etc.)</li> <li>- <b>Mode:</b> incorporates at least two modes (linguistic, audio, visual, spatial/kinesthetic)</li> <li>- <b>Technology:</b> effectively integrates the chosen technological tools and platforms</li> </ul> <p><i>Optional:</i> propose additional criteria relevant to your particular genre, mode, or audience</p>
<b>B-Level: Excellent</b>		
<ul style="list-style-type: none"> <li>- <b>Audience:</b> addresses a general or vague audience</li> <li>- <b>Argument:</b> communicates a clear argument, though the ideas could be further developed</li> </ul>	<ul style="list-style-type: none"> <li>- <b>Structure:</b> integrates a clear structure and logical flow; generally connects ideas</li> </ul>	<ul style="list-style-type: none"> <li>- <b>Genre:</b> is crafted in a manner that follows the conventions of a particular genre (the collage, the presentation, the podcast, etc.)</li> <li>- <b>Mode:</b> incorporates at least two</li> </ul>

<ul style="list-style-type: none"> <li>- <b>Analysis:</b> incorporates effective, though less insightful or sophisticated, analysis and reflection</li> <li>- <b>Revision:</b> substantially revises the original essay's content, including the language and style</li> </ul> <p><i>Optional:</i> propose additional criteria relevant to your particular genre, mode, or audience</p>	<p><i>Optional:</i> propose additional criteria relevant to your particular genre, mode, or audience</p>	<p>modes (linguistic, audio, visual, spatial/kinesthetic)</p> <ul style="list-style-type: none"> <li>- <b>Technology:</b> integrates the chosen technological tools and platforms</li> </ul> <p><i>Optional:</i> propose additional criteria relevant to your particular genre, mode, or audience</p>
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### Assignment Schedule

Assignment	Due Date	Submission Guidelines
Project proposal (LSWA 9)	Monday, April 2 at 10 am	Upload onto Canvas under Assignments.
In-progress project (LSWA 10)	Monday, April 9 at 10 am	Email the in-progress project to each group member and me.
Peer review workshop/peer review letters	Monday, April 16 at 10 am	Email the letters to each group member and me.
Final project + materials	Friday, April 20 at 4:30 pm	Include in one Word document: <ol style="list-style-type: none"> <li>1. Project (can send in a different file)</li> <li>2. Letters from peer reviewers</li> <li>3. Reflective cover letter or annotations</li> </ol>

**Project Proposal:** due on Monday, April 2

Please respond to the following questions (one-two pages, double-spaced):

1. Which essay did you choose to revise and repurpose? Why did you select this essay?
2. How and why do you plan to change the essay into a multimodal composition within a new genre?
3. Who is the audience you plan to address, and why did you select this audience?
4. Which modes (identify at least two) do you plan to incorporate? How do these modes suit the particular audience you will target?
5. Which technologies or platforms do you plan to use, and are you familiar with these tools?
6. ***Optional:*** include additional rubric criteria to fit your chosen genre, audience, or mode.

**\*Reflective Cover Letter/Annotations (*specific to this prompt*):** due with the final project on Friday, April 20

As the format of the projects may vary and it may be difficult to include annotations directly into your file format, you can choose to write a cover letter even if you have already written two cover letters for the previous essays. By the end of the semester, you can complete either two cover letters + two sets of annotations or three cover letters + one set of annotations for the same credit. The purpose of the letters/annotations is to help you reflect on your working process. For either choice, consider the following questions:

1. How did you go about repurposing your chosen essay for a new genre, mode, and audience?
2. If applicable, in what ways did our work in class influence your working process?
3. What do you think works well in this project, and why? Please provide specific examples.
4. In what ways, if any, do you think you could improve this project, or what might you do differently next time? Why?
5. In what ways did working on this project help you to meet one or more of your goals for the semester?
6. How has working on this project affected your writing or sense of yourself as a writer?