

Call to Action Multimodal Remix

What am I making?

This project has two parts: 1) remixing the call to action into a new, multimodal genre, and 2) a 500-word reflection about the choices that you made when you were remixing the project.

What is a multimodal project?

We studied modes in the genre unit--written, visual, audio, etc. Your research paper used the written mode. Now you'll have a chance to translate the call to action (the thesis of your research paper) into a new project that uses multiple modes. There are lots of ways to do this. Some genre ideas for your project include:

- Videos performances of: speeches, TED talks, raps, songs, poems
- Vlogs/video essays/short documentaries
- Photo essays (photos with captions)
- Comics and other art projects that use words and pictures

(Some minimums for popular projects: take at least 5 photos and add captions for a photo essay; create something at least 1 minute long for a video project)

I'm open to a lot of different ideas for this project. If you choose to create a project outside of the options in the list above, please get it approved by me.

What goes in the reflection?

Write 500 words about the choices that you made when creating your project. You can answer the following questions (but don't feel like you have to answer them in this exact order):

- What is the call to action and how did you communicate it in a new genre?
- In what ways did you follow the rules of the genre?
- Did you break any genre rules, and if so, why did you choose to break them?
- Who is your new potential audience?
- What choices are you making in terms of style and design?

Why am I doing this?

It's a chance to be creative and convey the message of your call to action in a new way for a new audience. Doing this project strengthens our genre knowledge and shows how a single message can be communicated in many ways, depending on the intended audience.

Timeline:

Below are the two major dates for the project, but please see the Course Calendar with Readings on OpenLab for the homework that we'll do along the way.

Wednesday, 11/20- In-class peer review

Monday, 11/25- Submit your call to action remix and reflection via email by the start of class for feedback & grading. We will also present projects in class on this day.

Rubric:

Category	Score (1-5) and notes
The call to action is clear	
The project is multimodal	
The message is remixed for a new audience	
Care and creativity	
Reflection meets the length requirement	
Reflection answers the questions on the prompt	