**ENG 1121**

**Unit 3: Multimodal Project**

**Due**: 5/4/22

**Assignment:**

For this assignment you will use the research you gathered for your Op-Ed and the argument you made there, and present it in a [multimodal text](https://www.youtube.com/watch?v=se3G8LV40gg&feature=youtu.be) composed for a specific audience of your choice. Transforming your writing in this way will help you think about how audience, as well as the conventions of genre, affect writing and the presentation of information.

Your final piece will go beyond the written word; instead you will communicate using multimodal composing. Think about what you want to say (and to whom) and choose a genre that is appropriate. Regardless of the genre you choose, you must turn in a written component (such as an artist statement or a transcript).

Here are examples of genres you might choose:

* TED Talk *(include written transcript along with the video)*
* Wikipedia entry *(include images)*
* Video, photographic, or graphic essay *(include artist’s statement)*
* Blog (i*nclude images and/or video*)
* Informational brochure (*include images*)
* Infographic (i*nclude an artist’s statement*)
* Poster with Public Service Announcement (PSA) (i*nclude an artist’s statement*)
* You might think of something else!

**Here are the grading criteria for the Multimodal project:**

Your multimodal piece...

* follows the conventions and formatting of your chosen multimodal genre.
* integrates the research and argument from your Op-Ed.
* uses quotes and/or makes reference to specific data or facts from your research.
* uses tone, language, grammar, and sentence structure appropriate for this genre.
* has been carefully proofread.
* has been submitted on time.

**Questions about this assignment? Write them down here:**

**What is a Multimodal text?**

* “Multi” means many.
* “Mode” means type.
* Therefore, a multimodal text is a text that communicates in more than one way to accomplish its purpose.

**Here are some more official definitions of the term “multimodal texts”:**

According to Purdue OWL, “multimodal writing assignments...combine traditional textual elements with pictures, data visualizations, video, sound, animation, etc.”

The Modern Language Association (MLA) has this to say about multimodal texts:

In college writing classes, you often write “traditional” essays. These traditional essays often look the same: paragraphs made up of black, Times New Roman font spaced evenly on a page of white paper.... A multimodal text is one that “exceed[s] the alphabetic and may include still and moving images, animations, color, words, music and sound” (Takayoshi and Selfe 1).... Examples of digital multimodal texts (sometimes described as “new media”) include websites, infographics, podcasts, videos while non-digital multimodal texts might take the form of posters, collages, zines, comic books, or graphs. While this is not an exhaustive list, it does demonstrate how common multimodal texts are both inside and outside of the classroom.

**Group Work:** Write down the names of your group members and work together to answer the **three** questions below. Note that the rest of the questions are on the next page.

**Group Members/Names:**

What are multimodal genres in which you generally compose or engage with? Make a list

1. Look at your group’s list and pick one type of multimodal format that you **compose in**. Say what modes make up this type of composition (images, sound, written text, etc.). In other words, in what ways does it communicate? What are 1-2 ways you use this type of text? Why do you choose this format for composing in these situations?
2. Look at our class list and pick one type of multimodal text that you **consume** (read/view/listen to). Say what modes make up this type of composition (images, sound, written text, etc.). In other words, in what ways does it communicate? What is the audience and purpose of this type of text? What do you find compelling about this type of multimodal text? Why?

**Prof. Garcia**

**ENG 1121**

**Multimodal Brainstorming and Reflection Worksheet**

**Directions:**

* There are six questions to this activity. Please see the next page of this packet for the rest of the questions.
* Think about your Op-Ed and answer the following questions.

1.     Write down your research topic and your overall argument/stance/point on this topic.

2.     Who do you think needs to hear about this information and argument? Write down a specific group, discourse community, or person. It should not be everyone. Your audience will affect the multimodal genre you choose to compose in for your Unit 3 assignment.

3.     Explain in detail why you chose this audience—to do so, think about the following:  How does this topic and argument relate to your chosen audience? Why do you think this information is useful for this particular audience?

4.     What is your specific purpose for sharing your research and argument with your chosen audience?  In other words, what do you want your audience to walk away knowing and believing?

5.     What multimodal genre do you think would be best for communicating with your audience?

6.     Why would this be your choice of genre for this group and for your purpose? Explain your choice in as much detail as possible.