Evaluation Multimodal Project

WR 121

**What is Multimodality?**

Literally, “multimodal” means more than one mode. For your purposes, that means the process of switching from traditional written composition to alternate modes—both visual and auditory.

* Multimodal composition asks you to think “outside the box”—in other words, you must make rhetorical considerations beyond static words on a printed page.
* Multimodal composition helps you develop a better sense of a real audience—it’s easier for you to conceptualize the audience for a video or a podcast than an audience for a typographic essay.
* Multimodal composition gives you more a versatile and real-world skill set that is applicable outside of college.

**Assignment:**

To design multimodal project evaluating a topic of your choice. Examine your topic

closely and make a judgment about it. Judgments can be in favor of, against, or

somewhere in between. Establish clear criteria and supportive evidence.

Consider these categories for topic ideas: culture (film, music, art, books, etc.), media

(tv, video games, apps, technology, magazines/newspapers, etc.), services (education,

government, recreation, stores, restaurants, etc.), or other areas that *lend themselves to*

*established criteria.*

**Purpose:**

The purpose of this multimodal project is to express, in a logical and reasonable manner,

your opinion-and then back your opinion with appropriate evidence. In addition, it is

important to choose a medium that will best represent your topic, audience, and design

goals.

**Content:**

Regardless of the modality you choose, your project will need to incorporate the

following sections: background/contextual information about your topic, a thesis that

reflects your clear judgement on the topic, specific criteria that break down the topic

into logical sections for analysis, an acknowledgement of opposition or

counterargument, as well as three outside sources that work to bolster or potentially

contradict your judgement.

**Sources:**

*Three outside sources* are required and will need to be cited in-text, as well as on a Works

Cited page, regardless of medium. Use appropriate criteria and convincing support for

your argument. Effective evidence will be topic-specific.

Example:

(movie= credible reviews and movie-going data, technology=stats, graphs and credible

experience from tech gurus) Evidence should appeal to both logos (logic)

and ethos (credibility).

**Format:**

Write in a style/format appropriate for online publication (dependent on genre)—consider

blogs (Word Press), Wikipedia/IMDB entries, websites (Weebly/Wix) or podcasts. All

modalities must include images or graphics as relevant with appropriate MLA citation

(eye candy vs. analyzing image)

**Length:**

Projects will be evaluated on the thoroughness of the required content and design

components. Length is variable depending on topic and medium.

**Rough Draft and Peer Review:** Wednesday, May 8

**Final Draft Due:** Monday, May 13