



MC51 - LB...

You have two classes
today and nothing due.

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Assignment due Thursday, April 10, 2025 by 11:00pm

OVERVIEW

Your assignment submission will consist of two parts: multimodal persuasion video and audience research writeup.

Design and produce a 3-4 minute multimodal persuasion in a video format. This consists of **original video footage** and slides, focusing an issue significant to you in your local site.

Your presentation should be evidence-based, use persuasive techniques, apply principles of good design, and demonstrate effective presentation skills. You should not engage in persuasion based on deception.

HC APPLICATIONS IN THIS LBA

- The following HCs are **required**: *#audience*, *#persuasion*, *#multimedia*, *#designthinking*, *#professionalism*, and *#expressive* (failure to include them in your list will result in a score no higher than a 2).
- Use footnotes to explain, in 2-5 sentences, exactly why your work constitutes a strong application. You must include a timestamp to indicate where exactly the HC was applied. To maximize your HC explanation, we give some advice below. In addition, you're encouraged to review the outcome index, your readings, class activities, feedback, the HC Handbook, etc. In particular, the [HC Handbook](#)'s "Applying the HC" section will help steer your application in the right direction. For further advice and guidelines on how to integrate HCs in your work and write meaningful HC annotations:

please watch these videos, "[How to Apply HCs in Assignments](#)" "[All About Footnotes](#)," from the Academic Foundations series.

- Focus on the targeted HCs for this assignment - this is your best chance to practice them and receive feedback! However, if you believe that you have strong applications of other HCs, you can *optionally tag up to one additional HC* with a thorough footnote (words). Your footnote should highlight how you are applying the in a substantial way and how you are using it to elevate the world. Avoid general descriptions of the HC and strive to be *specific* at how the HC was *applied*!

#audience (Audience research)

To ensure your presentation is evidence-based and effective for your target #audience(s), you first need to characterize the #audience. You conduct research on your issue and investigate the needs and interests of your #audience(s) and how they might encounter and watch your persuasive video. You will include a concise description of your research results (~250 words) with an appropriate bibliography and description of your method for investigating your audience. This should inform the #audience application in your video and how you apply many of the HCs.

Some possible #audience research strategies include engagement with reliable scholarly sources as well as relevant popular sources through

- researching the history of a site or issue,
- exploring how particular fields (e.g. law, sociology, anthropology, literary studies, philosophy, art history, etc.) have studied the issue
- discovering the biographies of people involved in the site or issue
- reviewing and noticing patterns in the kinds of media your #audience consumes.

You might also survey or interview the people affected by this issue in order to gather more relevant data. Provide a bibliography of your sources. You should include all relevant audience research materials (interview questions, surveys and their results etc.) in an appendix to show your work on this HC.

In order to challenge you to reach audiences with which you are less familiar, Minervans should not be your #audience for this assignment. Similarly, while heartening, a video montage of photos of you and friends over the past year typically does not demonstrate deep and substan

practice of these HCs. That might be fun and appropriate to make out of class.

#persuasion

You should thoughtfully apply technique(s) of #persuasion. Describe persuasive journey you crafted for your viewers and where and when you employed the techniques we covered, including how you used emotions to enhance the persuasion. Describe the techniques and the emotions with great specificity.

#expression, #multimedia

You will be required to narrate your piece. If you are producing a short film, you may choose to appear on screen, but it is not required. You should consider principles of #composition and #organization in preparing your script and #expression in your execution.

You *must have a video as some part of your presentation*--this means that ONLY having a slide presentation will not suffice. As long as you have at least one instance of **self-produced video**, you may include video footage of someone else's that you find online (Do make sure to give proper attribution in your citations throughout). A video is any multimedia text involving moving visuals and sound, recorded for reproducibility. Other than a video you shoot yourself and a preexisting video footage you find, this also includes animated images with narration and/or sound effects. You will then create a single video that stitches together the various components to upload onto YouTube. Follow best practices in #multimedia studied in class in the production of your video.

#designthinking

You must include documentation of how you engaged in a #designthinking process. Failure to include documentation showing #designthinking will result in a score no higher than a 2. Consider what #designthinking you can use and how this HC should help you iterate to match your #audience with the communicative choices you make throughout.

other HCs (#communicationdesign, #expression, #persuasion, #multimedia).

#professionalism

Consider the ways in which you conformed to professional norms given your audience and persuasive goal. Make sure to follow these assignment instructions. Cite sources that you use appropriately. Exceeding the time limit by more than 1 minute will result in a maximum score of 2.

SUBMISSION REQUIREMENTS

Submit one PDF that includes:

1. A working link to your video (posted on YouTube as an **"unlisted video"**); nonfunctional links may result in a score of 1.
2. A description of your research and audience investigation: briefly describe the goal of your presentation (1-2 sentences), include a short description of your research, and a short explanation and justification of your audience investigation methodology (~250 words).
3. An HC appendix with your HC footnotes. Follow the HC guidelines above. Don't forget timestamps for references to specific moments in your presentations. You may also include footnotes for your descriptions of research and audience investigation as necessary.
4. An appendix showing your #designthinking work.
5. Your list of sources. Abide by [APA style guidelines](#).
6. Your AI Statement, as [required for all MU assignments](#).
 1. Before considering whether or not to use AI for the assignment, reflect on the purpose of the assignment (learning how to apply the probability and statistics tools we're learning to extract information from real data) and use metacognition to ensure the process for working on the assignment aligns with this purpose (#selfawareness). To that end, we encourage you to rely first and foremost on the class resources that have been curated for this course.
 2. If you have ideas or questions related to AI usage, we encourage you to discuss them with your professor well in advance of the deadline.

due date.

3. The following items are required in your AI statement:
 1. State which AI tool(s) were used.
 2. Identify where it was used in your process (e.g., checking your understanding, brainstorming, or editing).
 3. Include the prompts and outputs. The easiest and best way to provide full documentation of the conversation is to include a link to the chat or a screenshot.
 4. If you are directly quoting or incorporating AI-generated content in your work, proper (i.e., [APA style](#)) citations and references are needed. However, it is almost always preferred to cite the primary source(s) and verify that the information is credible.
4. Stronger AI statements will reflect more deeply on your usage and process by elaborating on the following points. This is a chance to demonstrate #selfawareness, #responsibility, and apply principles from the #scienceoflearning. If you engage AI productively and present a compelling reflection here, you consider tagging one of these HCs or another that you deem appropriate.
 1. Explain how you modified or used the outputs in your work
 2. Explain how you fact-checked, tested, or verified the outputs
 3. Explain why this usage was beneficial for your goals of learning the material for the assignment.
5. If you didn't use AI at all, this should be stated for the record

ITERATIVE WORKSHOP SCHEDULE

Note that you will be workshopping different segments of your LBA in classes: sessions 16, 17, and 20. Specifically, you will workshop:

- in session 16 - your persuasive message in a short elevator pitch
- in session 17 - some of your slides;
- in session 20 - a storyboard and video clip.

With that in mind, be sure to start this project ASAP!

FAQs

Q: What does it mean to focus "on an issue significant to you in your local site"?

A: The LBA is a Location Based Assignment, which means that you should engage meaningfully with your location in completing this assignment. Do some research into issues that affect your site. If you are completely lost, talk to someone in your local Student Life team.

Q: What is meant by "a description of your method for investigating your audience"?

A: You should have a specific audience in mind when crafting your persuasion. Once you have determined the audience, do research on this audience. This may involve demographic research, marketing surveys, interviews, etc. Describe what you did to understand your audience better in your write-up.

Assignment Information

Length:

500-600 word research summary + 3-4 minute video

Weight:

30%

Learning Outcomes Added

[#audience](#): Tailor oral and written work by considering the situation and perspective of the people receiving it. (H) MC

[#professionalism](#): Follow established guidelines to present yourself and your work products professionally. (H) MC

[#expression](#): Interpret, evaluate, and utilize nonverbal communication. (H) MC

[#multimedia](#): Analyze or craft communications with layered modalities. (C) MC

[#persuasion](#): Craft and interpret communications that create a favorable disposition or move audiences to do something. (H) MC

[#designthinking](#): Apply design research processes and iterative design thinking to conceive and refine products or solutions. (H) MC

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