

In transforming my essay I realized that most of it could be summarized into videos due to the way I originally wrote it. It was a refreshing feeling to take a four page essay and turn it into a few minutes instead of taking a small article and turning it into a massive essay. I made use of a couple of pictures in order to help fill out the slides and improve viewer retention. This project definitely built upon my understanding of the word multimodal and everything that comes along with it.

First off, when it comes to using pictures in a presentation or video, it is important that they are relevant and fit the theme. Otherwise, the images added in order to improve the visuals can become distracting and confusing to your target audience. When choosing images for the presentation I decided that there was no need to go above and beyond due to the scientific nature of Turner's article. Adding simple, relevant images such as the Siri icon and the Alexa allowed for an easier time visualizing just how common AI really is and the fact that it's everywhere.

My understanding of multimodality is that it is the integration of multiple forms of media used to improve the reader's understanding of the writing. You can use anything from images and gifs to videos and music. These additions are not to be taken lightly though as they can drastically change the way your points are perceived and can even reduce your credibility. On the contrary though, if used correctly, these additions can elevate your points to new heights, improving your credibility in the process. Similarly to the way that you would cite sources, if you state false information your arguments credibility takes a drastic plunge, this is how I would describe multimodality.

In my video I refrained from using music because it often drowns out the audience's attention even when the volume is much lower than the speaker. Maintaining a steady, flowing rhythm to your sentences while speaking is crucial and music can greatly help or hinder that

depending on the person. I enjoyed rephrasing what I had written to fit my way of speaking and to improve its fluidity. One challenge I faced while doing this was deciding if a script would be preferable to speaking from previous knowledge. I often find that if you know what you're talking about and truly enjoy it you can captivate an audience, but a structured script would help with fitting within the time constraints. In the end I decided to discuss the topics using previous knowledge due to my understanding of the main topic as a whole.

My rhetorical purpose was to provide a brief rhetorical analysis of the article using a combination of different media forms. The images helped me drive some of the points home and the use of video allowed me to more freely express my thoughts on the matter. Using snippets from the article allowed me to provide more background details around the article itself without having to insert a quote into my text. I do wish that I was able to find more information on the author so that I could have provided a picture but I was unable to do so.

When developing this project I was forced to change a lot of my wording to fit the medium I was working with. Unlike an essay where you can fill out the page with description and elaboration, presentations are about being concise and to the point. I likely used around ten percent of the text from my original essay if even that, forcing me to be more descriptive in the videos. The use of images allowed me to have the readers put some things together on their own without me having to provide a lengthy explanation. The idea that a picture is worth a thousand words is more than just a saying and the more I use images in multimodality the more I realize how true this is.

I honestly would like to practice more with multimodality and its principals, the concept is really useful and it's actually something I use quite often in the realm of software design. For instance, when building a website you can only use so many words before the viewer gets

overwhelmed, images and videos can help alleviate this. Next time I take on a project like this I will likely focus on a broader subject with more data so that I can make use of flow charts and graphs. Being able to integrate an understandable graph consistently is an essential skill that I'm looking to develop in the future when implementing multimodality.

I feel that when developing a slide show or presentation, multimodality is practically a necessity if you don't want your presentation to seem drab or boring. Oftentimes people include far too many images or animations in their presentations and it can drag attention away from the main subject. Knowing when to and when not to use alternate media in specific parts of your presentation is a skill I'm honestly still working on myself. It is easy to fill a page with text and make every point with words, but knowing when an image would do the job just as well if not better can save you a lot of time and improve the flow of your article.