

# Writing, Rhetoric, & Multimedia Authoring I

ENGL 3374

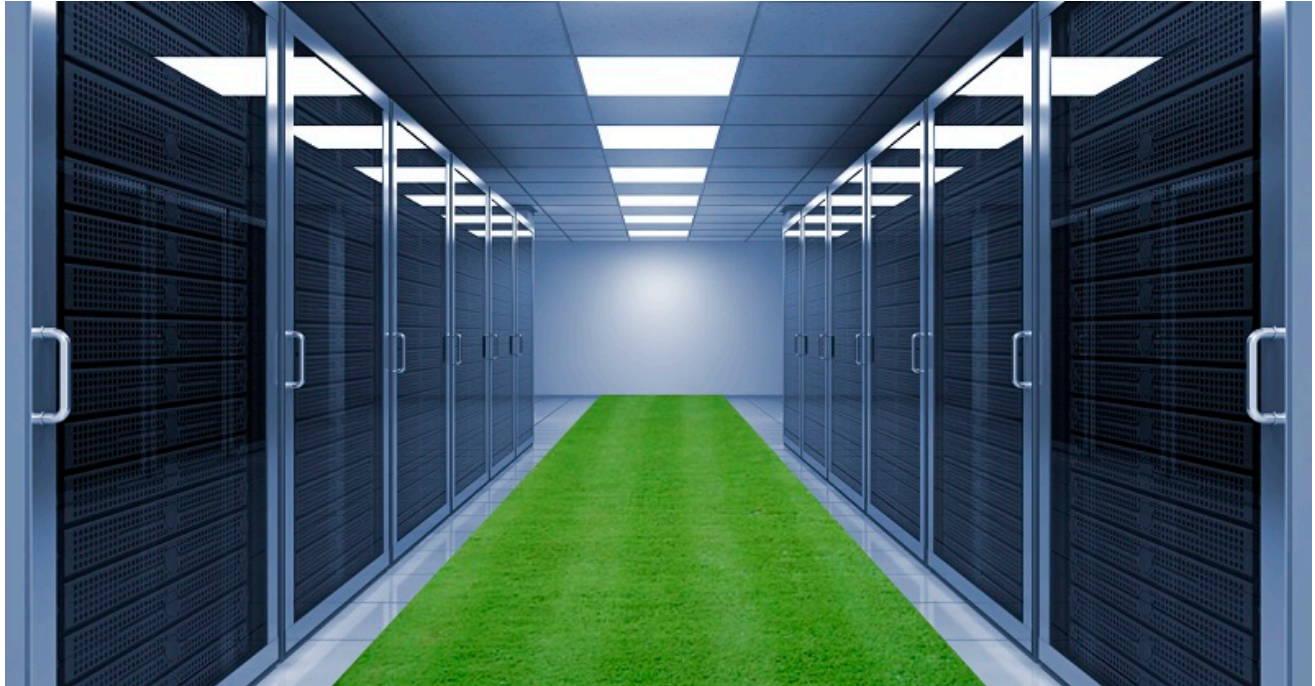


Image of a server room with green grass, photo credit: Tom Raftery, CC license

## description of course content

**A**s an introductory course on the histories and theories of multimedia authoring in writing and rhetoric, you'll learn how to define, examine, evaluate, and create multimedia elements from a rhetorical perspective. In turn, you'll study how the histories, theories, and practices of multimedia production in writing & rhetoric afford writers with an array of rhetorical, technical, and design choices. You will also learn about project management and reporting and develop peer collaboration skills. Prerequisites: ENGL 1301, ENGL 1302

## student learning outcomes

- Define, examine, and create different discourse modes (aural, visual, spatial, verbal, & linguistic) under rhetorical dimensions (audience, purpose, context)
- Discuss how traditional forms of writing, i.e., the college essay have changed in response to multimedia forms of authoring
- Develop ability to revise, edit and evaluate, and appraise traditional and multimodal forms of writing
- Demonstrate, through self-reflection and assessment, collaboration and learning progress
- Represent information ethically for diverse audience/stakeholders/clients

required textbooks and other course materials

- *Writer/Designer: A Guide to Making Multimodal Projects* by Kristin Arola, Jennifer Sheppard, & Cheryl Ball
- Adobe InDesign CC, 2015 Release by Kelly Kordes Anton and John Cruise
- You will also need a WordPress account, DropBox account, drafting/drawing paper, pens, pencils
- Money to print materials from the FabLab

descriptions of assignments:

### Campus Stories (200 points)

Students will have the opportunity to engage with the campus to develop a story about a location using their SmartPhone and other media. Deliverables include a blog post, images, a QR code, and engagement/research with a site on campus.

### FabLab Project (300 points)

Students will use the FabLab on campus to develop a solution to a problem that is on campus using the materials from the FabLab. Deliverables include pre and post writings, mockups/sketches, usability studies, peer feedback, prototypes, images, and final descriptive/reflective essay.

### ePub Project (300 points)

Students will use Adobe Indesign to develop a researched multimodal project integrating graphics and text. Deliverables include mockups/sketches, peer feedback, and a final ePub.

### Tech Demo (200 points)

Students will present a technology demonstration to the class & assist students with learning the technology. Deliverables include a presentation, a handout, and peer feedback.

*GRADING:* I expect you will track your grades over this course. This means at any given moment, you should know your course standing. If your performance drops below satisfactory levels, and you do not want to repeat this course or receive an unsatisfactory grade, you must seek guidance from student support services or me.

Additionally, I provide grading rubrics for all content I grade so that you have opportunities to ask clarification questions about how I will assess your work before you submit your work to me. There are times, however, where the rubric doesn't account for an area of excellence or improvement. While I may comment in these areas, encouraging intellectual growth, I will not assess for items not covered in the assignment's rubric.

I will calculate your final course grade based on the following scale:

900 – 1,000 points =	A
800 – 899 points =	B
700 – 799 points =	C
600 – 699 points =	D
599 and below =	F
Three or more absences =	F

## course schedule

*As the instructor for this course, I reserve the right to adjust this schedule in any way that serves the educational needs of the students enrolled in this course. I will give verbal, print, and electronic announcements/updates in class and to the course web spaces of any schedule adjustments in a timely manner.*

### WEEK 1 FOUNDATIONS

Course introduction, including syllabus & schedule review  
Lecture: What is rhetoric, multimodality, digital storytelling, and fabrication technologies?  
Review “definitions of rhetoric” with activity  
Sign-up for DropBox and WordPress accounts

#### *Next Time*

Read Jason Farman’s “Site-Specificity, Pervasive Computing, and the Reading Interface”  
Read: <http://themobilestory.com/sample-chapters/chapter-1/>

### WEEK 2 Mobile Stories

Activity: Location-based research on campus (need Smartphone, notebook, pen)  
Discussion: Farman’s chapter & results of location based research  
Explore sample location-based digital stories  
Tech demonstration: Estee demonstrates fold.com  
Discussion of technology demonstrations  
Sign up for technology demonstrations  
Review of the Campus Stories assignment

#### *Next Time*

Read chapter 1 of Writer/Designer  
Read “What is Digital Composition and Digital Literacy”  
<http://guides.library.stonybrook.edu/digital-storytelling/home>

### WEEK 3 Campus Stories

Paired discussion: What is your mobile/campus story?  
Activity: QR code creation, story development (with field research)  
Activity: In-class development of mobile/campus story  
#1: Tech Demo:

#### *Next Time*

Finish the campus story project (post QR code to campus/location site) with link to blog post and submit the project before class begins  
Read David Sheridan’s *Fabricating Consent* from *Computers & Composition* (you must find this resource on your own and download) & post 400-600 word response to your blog site before class begins

## WEEK 4

### *Fabrication Technologies*

Lecture: What is fabrication technology?  
Discussion of Sheridan's *Fabricating Consent*  
Introduction to the FabLab assignment  
Tour of the FabLab in the university library

#### *Next Time*

Excerpt readings from EFF's Copyright modules  
Excerpt readings from Creative Commons  
Read Jennifer Saranow's "The Cut-n-Paste Personality"  
Read UTA's honor code  
Begin thinking about FabLab ideas for the project

## WEEK 5

### *Creative Commons, Copyright, & Plagiarism*

Lecture copyright, creative commons, intellectual property, & plagiarism  
Watch video on fair use  
Activity on creative commons and plagiarism  
Workshop time for developing FabLab project  
#2 Tech Demo:

#### *Next Time*

Read Baer handout on wireframes & usability testing  
Develop wireframe for FabLab project

## WEEK 6

### *FabLab Development*

Lecture on wireframes and usability testing  
Class time dedicated to development in the FabLab  
Early paper/idea testing with peers  
#3 Tech Demo:

#### *Next Time*

Finish FabLab prototypes & have usability test design ready for review

## WEEK 7

### *FabLab Prototype Feedback*

Mid-stage usability testing of FabLab prototype  
Development/revisions of prototype from feedback  
Sign-up for individual conferences  
#4 Tech Demo:

#### *Next Time*

Finish the FabLab assignment by posting images of FabLab project to blog, and posting 1,000-1,500 word concept/reflective to your blog by Sunday at midnight

## WEEK 8

### *Conferences*

Individual conferences scheduled Tuesday – Thursday to review progress thus far in the class & to ask questions about course pace, assignments, readings, etc

During this week, complete Adobe InDesign chapters 1-6 on your own with project design files provided by Estee

#### *Next Time*

Finish the Adobe Indesign chapters 1-6 and have project design files ready for class  
Read chapter 2 of Writer/Designer

## WEEK 9

### *Adobe InDesign*

Review of Adobe Indesign project files  
Field questions about Adobe Indesign thus far  
Explore sample multimodal projects & perform analysis in class  
#5 Tech Demo:

#### *Next Time*

Read chapter 3 of Writer/Designer  
Write brief analysis (400-600) words of one sample multimodal project and post to blog before class begins  
Finish Adobe Indesign chapter 7

## WEEK 10

### *Multimodal ePub*

Introduce multimodal ePub assignment  
Guided activity on discovering your multimodal project  
Individual research time for multimodal project  
#6 Tech Demo:

#### *Next Time*

Read chapters 4 & 5 Writer/Designer

## WEEK 11

### *Handling Sources & Project Files*

Review handling and citing sources w/activity  
Discuss project file management and creation  
Individual time for research & project file development & proposal development  
#7 Tech Demo:

#### *Next Time*

Complete proposal for project (see Writer/Designer 90-91) by Sunday at midnight  
Read Writer/Designer chapter 6  
Bring in drafting paper & pens for class next tweek

## WEEK 12

*Storyboarding*

Estee passes back feedback on proposals  
Begin mockup/storyboarding using draft paper & pens  
Get peer preliminary feedback on mockup/storyboarding  
#8 Tech Demo:

### *Next Time*

Complete Adobe Indesign chapters 8-10  
Read chapter 7 of Writer/Designer

## WEEK 13

*Drafting*

Drafting of the project  
Get peer preliminary feedback on drafting

### *Next Time*

Complete Adobe Indesign chapters 12-13, & 15 (If you anticipate that you will not perform any work during Thanksgiving break, you may want to complete these chapters ahead of time. You can always work ahead of schedule)

## WEEK 14

*Drafting*

Continued drafting of the project during class time  
Get peer preliminary feedback on drafting

### *Next Time*

Prepare final draft for final peer review

## WEEK 15

*Peer Review*

Peer review of epub project

### *Next Time*

Finish epub project and submit on or before the end of finals hour for this course (see university finals schedule for the time and day)