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English 609

Dr. Ridolfo

Rhetorical Design Assignment

The assignment I chose for this project is one that I will likely use next semester while I teach Word 111 and holds similarities to the photo essay project I used in this past semester. The project I will be using as a digital rhetoric research assignment example is a multimedia digital essay. By creating a digital story that explains their research, their findings, and their conclusions they engage in the process of digital research inquiry. The foundational requirements include that, while working in a group, each member must submit their own 2000 words, multimedia additions, and should have a minimum of 7 secondary sources and one peer-reviewed journal article for said written portion, and all media should be properly cited. This would mean that, in theory, if a group was made of 4 people, their final essay would be 4000 words with a minimum of 4 visual or audio additions overall. This written aspect is to be created on a digital space, meaning making a webpage on Adobe Spark, Wix, Weebly, Squarespace, WordPress, or any other similar site that a student may wish to use. The multimedia aspects of this project should directly supplement the ideas laid out in the written portion and can be videos, Tik Toks, illustrations, screen casts or screen shots, or interactive PowerPoints. This project is intending to help students execute research over the course of a semester, relying on the steps of the research process, and a final product of a digital story that helps them share the narrative they have written over the semester through digital rhetoric. This teaches students how to communicate their ideas through more than one medium. This project will also expose students to some rhetorical theory, with this project, specifically, allowing them to explore their different styles in rhetoric through the selection of modes of media/ display of written aspects. If we use Bitzer's construction of the rhetorical situation as an example illustrating how theory will be taught to and used by the students engaging in the project, then they would be considering exigence, audience, and constraints. Exigence is what students will need to be able to produce in order to attempt to control the rhetorical response to their message, audience is a factor that needs to be capable of being influenced by presented discourse from the presenting students, and the constraints are the people, places, events, objects, and relations that are relevant parts of the situation that will need to be considered before presenting. Because a student's own identity and thought process is mapped out in a multimedia project, this results in a fully engaging multimedia digital story that prioritizes the development of the students as communicators outside of written text.

Digital Story Project Rubric

Structure- 30%

Written portion of the essay is 2000 words (per group member), formatted onto a digital source, one multimedia source per group member, sources are cited in a bibliography (including a citation for your media source and 7 sources plus one peer-reviewed source for written portion), and presentation of text and media are professional and polished.

Content- 50%

The media additions to the written portion of the project relate, make sense, and help further the narrative or point being made in the initial essay. Clear consideration of how your media additions help the audience understand the message being given. Students should also consider how your audience might interact with and consume the content on your website, the more engaging the better.

Presentation- 20%

You should come to your presentation prepared, meaning you're ready to pull up your work on the computer quickly and you have all needed materials/resources ready to go before you begin your presentation. Your presentation should be between 7-8 minutes long, be sure to practice your pacing beforehand so you do not fall short or overshoot your time limit.

Total: _____