

## Project 3: Multimedia Advocacy Project



Grade: 25%

Format: Multimedia project

Audience: You choose!!

Due Dates: See Syllabus

### Minimum Requirements:

Must take a stance with relation to your controversy and attempt to persuade readers/viewers;

Must speak to a very specific audience (the general public is NOT an option)

Must integrate and/or utilize multiple media (both the visual and alphanumeric modes are required) for rhetorical purpose (audio is encouraged, but optional—depending on your medium);

The video is not the only medium open to you; you can also compose a comic, be creative and innovative with PowerPoint, create a website, a video game, etc.

Feel free to run an original project idea by me for approval.

Must be accompanied by 250-word audience analysis that explains specifically who your audience is and gives us information about them.

### **Length requirement:**

Create a 4-6 minute video

If you're making a comic strip, the strip should be about 2 pages long--or however long you need to make your argument and be able to present it to the class in 2-3 minutes.

If you've planned on something else, please talk to me. I'll set minimum requirement for you based on your project.

### **Proposal Arguments**

Change. It's something that's on many people's minds, but really, how does anything ever get done? Well, it starts from an idea...a written idea. The Declaration of Independence, The Constitution – these are just two famous examples of proposal arguments.

For this assignment, you will propose a solution to some issue or problem within your research from your annotated bibliographies. You will need to first determine who would be interested in hearing more about your issue (audience) and your stance on it (thesis). You will then compose a well-reasoned argument that proposes a certain action should be taken about the issue.

### **Format**

You will determine the format for your "project". I am very open. I've had students stage an information session on Hayden Lawn before, so please be creative. Alternatively, think outside the box! I'm encouraging you!! Some ideas for alternate ways of reaching your audience would be a youtube video, mini-documentary, comic strip, website, etc..

### **Working with a partner/group:**

If you and a partner/group realize that your research for project 2 was similar or complementary, you can choose to work together. Collaboration is a great idea for this project! I ask you all to turn in one project, I grade the whole thing, and I give you all a grade based on the project turned in. While I will deal with partners that stop participating or withdraw from the course, I expect that partners/groups will work out issues on their own. I ask that you keep me in the loop; however, the lack of a partner's participation isn't grounds for late or incomplete projects. Please let me know via email if you decided to work with a group/partner.

Group size max: 3 people.