



Participatory Culture and Social Media Group Project

The internet, and adoption of internet based technologies in workplaces has increased the prevalence of group projects, especially group projects with members in different locations. Additionally, scholars have been working with distant peers on ideas related to theory and pedagogy since early Greek education. This assignment asks you to:

- Explore rhetoric, composition and social media theory and research
- Demonstrate application of rhetoric, composition and social media theory and research
- Offer a solution to a perceived real-world problem, including developing documents to support the project

For the final project in this class you will be selecting groups and solving a problem through your group work. This document outlines the phases and required submissions to help you work effectively as a group. Please email or DM with questions. I'm more than happy to provide ideas for group meetings and group collaboration if required/desired.

Problem

BBLearn is a Learning Management System designed to meet the needs of ALL courses and possible courses designed and delivered by universities. For that reason, the program does not support Composition courses well (at NAU ENG 105 Freshmen Composition and ENG 3—W the Junior Level Writing course offered by English and Departments – variations exist across the nation, but almost all require a 2 semester sequence in some form).

For this final project each group will *design* a composition focused Learning Management System. Your system can be idealistic, and does NOT need to accommodate other course types. Not surprisingly, Freshmen composition textbook publishers like Pearson and McMillan have designed spaces. What you'll notice is these spaces were influenced by Bloom's taxonomy of learning (from the 1950's) and show little influence by social media research on learning and knowing. Use them as guides, but they are not ideal spaces or many reasons.

NOTE: by design I do NOT mean a functioning webspace! Images that include design pieces to support the written description of theory and solution are helpful. There are fantastic ways you can use Paint, or Mac programs, or free web based programs to copy existing web pages, cut out features, and paste them into your *designed* space. This means the entire project would be image and text based (you can present the final project in PowerPoint, Prezi, or a webspace like Wordpress, etc. to meet assignment

goals too). I'm much more concerned with offered tools supported by practices/assignment ideas, which is supported by social media AND composition research.

Group Project Assignments

Final Project Write-up (300pts)

Learning Goals:

- Design a professional document to showcase your Group Work Project design, and the rationale for your decisions
- Explain Group Work Project to the target audience

For this course I will divide students into groups to solve a problem. Student groups will use readings provided in the course, and additional readings they find necessary to learn about rhetorical social media design and learning through social media.

Each group member should submit a Final Project Write-up. I expect these documents to match.

Each Final Project Write-up should include at least the following sections:

- Theory
- Rationale
- Technical specifications and functions
- Intended uses
- Design examples (these don't need to be functioning)

I expect all group members to participate in the writing of this final document. Journal comments will be taken into account when assigning grades for work completed. I expect the final Write-up to clearly reflect all group member contributions to the overall project.

Final Group Work Project Reflection (20pts)

Learning Goals:

- Reflect on designed and written work for the course
- Reflect on learning

Each student will create a Final Portfolio Reflection. Each student should submit their own, unique Reflection Consider the following:

- What are the positives and negatives of your group work? What did you learn about group work, group design, and group project completion?
- What did you learn about rhetoric and social media?
- How will this learning help you in the future?
- How will you use this in the future?

Each Reflection should be 200+ words per question, with proper grammar, organization and style.

Final Group Work Project Presentation (100pts)

Learning Goals:

- Design a presentation to showcase group design
- Tailor writing to a specific audiences
- Tailor presentations to a specific audience

Each group will design a Presentation of their Final Project. This presentation should include important information and theory related to the overall design, without being too text heavy. Consider using Prezi, PowerPoint, or even video. Consider audience members may be present for a [hypothetical] physical presentation while some decision makers may access the presentation later and need to learn the same information.

The goal of the Presentation is to showcase decisions, theory and design while also influencing decision makers to purchase or subscribe to your product.

The Final Group Work Project Presentation MUST be submitted to the Assignment submission AND the Discussion Board for peer comments. Each student should submit the Presentation individually to the Assignment link. One person per group should post to the Discussion Board.

Final Project Peer Comments (5@ 4 pts ea)

Learning Goals:

- Experience the design choices made by other groups
- Comment on design choices made by other groups

After submitting the Final Group Work Project Presentation students will have the opportunity to peer comment. Each student is required to provide constructive criticism and comment (200+ word) on 5 Group Work Project Presentations. Even if the Projects are perfect, I expect engagement with ideas, questions, and reflections on choices made.

Group Role Submissions (20pts)

Learning Goals:

- Decide on lead roles and necessary roles within the team
- Make design decisions for the team based on roles decided

After reading *Writer/Designer* and other course work for the semester, each group will decide on roles necessary to successfully complete the project. These roles do not mean Student X will

complete ALL design work, simply that Student X will take the lead, and request help, assistance and cooperation from the remaining team members throughout the weeks of group work. This initial document provides me an idea what areas your team expects to explore, and what areas your team deems necessary to complete the project. This submission should include theoretical influences on the decisions you made as a team.

I expect one submission from EACH student. I expect the documents for each team member to be exactly the same.

Annotated Bibliography (20pts)

Learning Goals:

- Decide on research necessary to successfully complete the project
- Research, read and annotated scholarly sources for information directly related to your anticipated approach to the project

In addition to course work, teams will find it necessary to include additional research to complete the project. The Annotated Bibliography should be a document housing this additional research. Organize the document to include headings of information collected (which may relate to the Group Roles decided as well). Include at least 10 annotations.

I expect one submission from EACH student. I expect the documents for each team member to be exactly the same. I expect all students in a group to be familiar with the annotations, but each member does not need to have read every resource included.

Group Project Plan (20pts)

Learning Goals:

- Decide on approach to problem
- Decide on a timeline for completion of various aspects of the project
- Decide on group meetings, group goals and project goals

Each group will be assigned the same problem, and can decide to approach the problem in any way they are comfortable. The Project Plan is the initial approval of idea document submitted by each group.

This submission should include:

- Goals of the project
- Intended audience of the project
- Tasks to be completed with deadlines

- Tasks to be completed by group members
- Task interdependence
- General approach for the final project
- Initial ideas for the Write-up sections
- Initial ideas for the Presentation
- Theory influence (a lengthy discussion)
- Technology to be used

Include any additional information you find necessary to convey the purpose and approach of your project.

I expect one submission from EACH student. I expect the documents for each team member to be exactly the same.

General Notes

Ultimate goal is a Mock-up and Write-up

Assignment Genre

- What do you know about the genre?
- What design conventions necessary for freshmen composition?

HOW you present as important as WHAT you present (*Writer/Designer*, p. 44)

- Capitalize on that and design the LMS specific to FYC

Determine basics on composition theory

Determine what tools are needed to support that theory and those assignments

Information (*Writer/Designer*, p. 77)

- What do students need spelled out for them?

- What needs to be intuitive?
- What is the relationship between these elements?
 - Remember language indicates relationships too – so tool names should be in the same grammar case (all verbs or all nouns, etc.)
- What tools are necessary to provide course content?
- What tools are necessary to provide course assignments?

- ❖ Make a plan
- ❖ Determine what you need to design
- ❖ Determine what tools you would love to have
- ❖ Determine the purpose of those tools
- ❖ Determine how your program will work
- ❖ Determine all the pieces that need to be completed (and who will lead those pieces)
- ❖ Determine Timeline based on due dates

Ultimate goal is a Mock-up and Write-up