

Description of Major Assignments

During the first few weeks of the course, you will form groups and choose a Public Service Announcement that will guide your major assignments for this course. You will want to approach this group work as professionals. Everyone’s participation is essential, and you will be working together for the duration of the course.

Form groups, choose PSA, and get my approval of topic	▪ By Monday, September 9
Set up Twitter account	▪ Monday, September 9
Twitter Project	▪ Monday, September 9 – Friday, December 6 ▪ Post: Each group is responsible for posting 14 tweets per week ▪ Submit: Individual reflections on this are due to me on Friday, December 6 during our last class meeting
Digital Video on either YouTube or Vimeo	▪ Workshop: Monday, September 30 ▪ Post: Friday, October 4 by midnight ▪ Submit: Individual reflection due to me by midnight Friday, October 4
Op-Ed	▪ Workshop: Friday, October 11 ▪ Submit: final draft due to me midnight Wednesday, October 16 ▪ Submit: Individual reflection due to me by midnight Wednesday, October 16
Poster	▪ Design Plan Workshop: Monday, October 21. ▪ Submit: Final drafts of your poster should be posted by midnight Friday, October 25. ▪ Submit: Individual reflection due to me by midnight Friday, October 25

The first step for this group work will be to create a group e-mail account that everyone has access to. Set this up using a free e-mail provider. Do not use any of your real personal information and make sure that everyone has the password to this account. You will use this e-mail account for all subsequent social media accounts that you create as a group.

Major Assignment One: Twitter

The first assignment of the semester is to set up a Twitter account for your PSA. The name of this account and how you shape this online presence are up to you. We will do readings and have class discussions that will help you make informed decisions about this. Once you set up your Twitter account, all group members are responsible for maintaining it for the duration of the semester. Once the Twitter account is set up, you will want to make a schedule of who will be in charge of the account each week until the end of the semester on Friday, December 6. You need to be creating at least **14 tweets** a week in addition to retweeting.

Major Assignment Two: Digital Video

While the entire group will be working on the first assignment together, the second assignment will be collaboratively created in pairs of two within each group. Each pair will create a video that is at least 2:30. These videos will be connected to your PSA and invite user participation or response in some way. You will need to look at both Vimeo and YouTube and think about the differences between each video platform and the kinds of videos that each houses. Both videos in the group must take a different approach to the PSA. Thus, although this will be completed in pairs, you must be working together as a group at the same time.

These videos will be workshopped in class on Monday, September 30. They must be posted by Friday, October 4th.

Major Assignment Three: Op-Ed

This print assignment will be done individually. Together, each group will discuss what publications they would like to target with an op-ed. Then, each group member will be in charge of writing an op-ed for this publication. In addition to some readings about how to write op-eds, each group will need to continue doing research on the broader conversation surrounding their PSA for this piece. You are encouraged to submit your op-ed to the publications that you choose to write for.

We will workshop the op-eds on Friday, October 11. Final versions are due to me Wednesday, October 16.

Major Assignment Four: Poster

For this assignment group members will work with a different partner than they worked with on the video assignment to create a poster. This project includes making decisions about where you are allowed to post these kinds of posters on campus and where you might attract your best audience. We will workshop your design plans on October 21. Final drafts of your poster are due Friday, October 25.