

Unit Three: Multimodal Transformations

Overview

In the third unit, our class will be discussing the ways information is presented and shared online. The assignment will be broken into two parts. For part one, you will be transforming or remodifying your essay on a social network or an internet community. There will be a write-up that coincides with this activity. For part two, you will present your finished multimodal transformations to the class. The specific guidelines for each part are discussed below.

Part One

As mentioned above, the first stage of this unit is to transform your research essay on a social network or an internet community of your choosing. This does not have to be the same as your selection from your essay, though that is encouraged as it will give you additional knowledge and expertise.

Your multimodal transformation should be different from the essay you turned in as you are modifying it to fit the conventions of a new medium. You cannot simply upload your essay and be done with it. You need to first condense the essay, then present the information in new ways **and** expand upon it. For example, if you were to select Twitter, you would need to consider how to explain the content of your essay in a series of 140-character tweets. You would also need to consider how you'd share your research: Would you link to the articles you used? Create a hashtag called #research? etc.

You have creative freedom for this portion of the third unit. I don't have hard and fast guidelines for you, as I want to see what you can come up with. But, at the very least you should do the following:

- **Match the conventions of the website.** Don't just copy and paste your essay into your selection—think about how information is shared on that site.
- **Condense your essay.** You must make executive decisions about what is necessary to convey, showing an awareness of your audience on that site.
- **Generate new content and blend with the old content from the previous essay.** After you've condensed your essay, consider how you might talk about your topic in new ways.
- **Make it multimodal.** You should include text, images, videos, links, and hashtags. You do not necessarily need to incorporate all of these, but certainly a combination of them.
- **Get reactions and interactions from your content.** For example, do any of the authors from the research you cite have twitter accounts, Facebook accounts, etc.? Or perhaps you could get the people you interviewed or surveyed to respond to you and your posts.

You should create an account on the site you choose rather than using one you already have so that your site only houses content specific to the assignment. You will need to share the link to your site with me when you have completed the assignment.

Write-Up

After you have completed Part One of this unit, you will need to turn in a **two page** write-up about your experience. Consider the following questions to guide you:

- **Overview:** What transformations did you make to your research essay? What decisions did you have to make? How did you match the conventions of the site?
- **Reaction:** How was your transformation received online? How did people react to your information?
- **Experience:** What did you learn about social media? How did this assignment teach you alternative ways to use social media?

The criteria for the write-up are as follows:

- 2 pages, typed, double-spaced, 1 inch margins, Times New Roman, 12 point font.
- Use proper MLA/APA formatting for the essay (creative title, header, etc.). For a sample essay, see the Purdue OWL link posted on our class website.
- Revise and proofread for coherence and correctness before turning in your essay.
- Share your paper with me via Google Drive BEFORE the start of class on the date listed in the timeline below.

Part Two

For part two, you will be presenting your finished multimodal transformation to the class. These presentations will take place after the Celebration of Student Writing (see below for more information), which allows you to get feedback from other students in ENGL120 and ENGL121. As such, your presentation will not only be about your transformation, but about the suggestions and interactions you received during the CSW.

In your presentation, you should incorporate both **textual and visual elements**. In fact, you should incorporate specific examples from your project to show the class. The presentation itself should be well-organized with a clear opening, informative content, and an interesting conclusion. At the very least, you should do the following:

- **Introduce your Unit Two essay:** What was your essay's topic? What did you study?
- **Provide an overview of your multimodal transformation:** How did you transform your essay? What decisions did you have to make?
- **Explain the reaction you received online:** What interaction did you have with others? How was your project received online? How did you meet the site's conventions?
- **Explain the reactions and suggestions you received at the CSW:** What did students think of your work? What questions did they have? What ideas did they give you?

The presentation will be **up to five minutes max**. This means you should practice several times to ensure you finish within the timeframe. I will provide a timer on our presentation days to help you keep track of your own pace.

Invention Portfolio

As with your first two projects, this project will also feature an accompanying Invention Portfolio. You will print out and compile all of your graded, smaller assignments and place them within a folder, which you will turn in on the date Part One of the project is due.

Celebration of Student Writing

As we've discussed briefly in class, the Celebration of Student Writing (CSW) is a mandatory event for all ENGL121 students. At the event, each section of ENGL121 presents a unified project

to the attendees. As a class we will discuss how our individual projects for Unit Three can be connected into a unified project that we share at the CSW. The event will take place on **Tuesday April 8th from 4-5:30 p.m. in the Grand Ballroom in the Student Center**. Please mark the date on your calendars and clear your schedule to ensure you can attend. This will count as one class attendance; as such, we will not hold class on Wednesday April 9th.

Timeline

Multimodal transformation work- in-progress due for peer review on Monday March 31st.

Part one and invention portfolio due via Google Drive before the start of class on Monday April 7th.

Celebration of Student Writing takes place on Tuesday April 8th.

Part two due on the date you've selected for your presentation (either Monday March 14th or Wednesday March 16th).

Grading

This project accounts for 20 percent of your overall course grade. Most broadly, the project will be graded as follows:

Part One:	120 points
Transformation	<i>80 points</i>
Write-up	<i>40 points</i>
Part Two:	40 points
Invention Portfolio:	40 points
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Total:	200 points