

Unit Four: Application

The final unit for this course is markedly different from the three previous units: while the first three units were focused around a common theme and a core set of texts, the final unit is much more self-directed. The only new element you must contend with is the concept of **transmedia**. Transmedia can be broadly defined as a text composed across media. More specifically, media theorist Henry Jenkins asserts that transmedia texts are made up of various textual components “dispersed systematically across multiple delivery channels for the purpose of creating a unified and coordinated” media experience. Some high-profile examples of transmedia include the wizarding world of Harry Potter, the Marvel cinematic universe, and Donald Glover’s *Because the Internet*. While I don’t expect you to create something as extensive (or expensive) as these examples, I do expect you to compose your final project across media by practicing true multimodal composition.

For your final project in this class, you will **compose a major transmedia project**—either individually or as part of a small group—that **engages with the ideas and themes discussed in the course** and applies them to a new project. This transmedia project **must be composed across at least three media platforms** and **must incorporate all the modes of communication outlined by the New London Group: visual, linguistic, aural, spatial, gestural, and multimodal**. Moreover, as the culminating unit for this course, your project should **build toward the over-arching course learning outcomes**:

- compose and present multimodal arguments across media and support said arguments with evidence, analysis, and sophisticated attention to audience, technology, design, and/or material;
- understand how writing is mobilized across multiple spaces and contexts and how the affordances of writing depend on the media involved;
- thoughtfully engage with, analyze, and contest theories of media, communication, composition, rhetoric, literacy, and design;
- clearly explain, defend, and reflect upon your rhetorical decisions, processes, and products with regard to media and technology;
- revise your multimodal work in response to course texts, class readings, and peer and instructor feedback.

Project Proposal & Reflection: 10 points (required)

The Project Proposal (in lieu of a Unit Plan) is a description (500 - 750 words) of your proposed major project that includes a description of what you hope to create for your final project, how you will incorporate all of the New London Group’s modes of communication, a research plan and strategy, a rough timeline for completion of the project, and—if you’re participating in a group project—a collaboration contract in which you outline the group’s mission and individual group member duties. For this final unit, everyone will be doing the same overarching activity (a major project), but there will be differences in the specifics of how and what you will be doing for your major project (e.g. some of you will be working in groups while others will be working individually). A rough draft of this document is due early in the unit to indicate that you are making progress on your project, and the final draft of this document is due alongside the rest of the final project.

The Reflection is a slightly longer piece (750 - 1000 words) in which you reflect on what you have learned in this course by 1) addressing **at least five of the texts** that you read/watched/listened to as part of this course and as part of your research for this specific project, and 2) discussing how the texts and work you did **as part of both this unit and the course overall** contributed to your fulfillment of the course learning outcomes (see above).

Note: though you have the option to work collaboratively as a group for this final project, you must still produce an individual Unit Plan and Reflection; however, you can incorporate collaboratively written elements into both texts (e.g. project proposal language, group contract, etc.)

Major Project: 10 points (required)

As you know, a Major Project is a more extensive multimodal composition and accompanying Rationale that engages with the ideas, theories, and concepts introduced in the texts you have encountered both in this course and in your research process for this final project. Depending on the forms your multimodal composition takes (e.g. website, podcast, video, zine, etc.), the definition of “extensive” may shift. For this final project, you must 1) compose your project across at least three media platforms and 2) incorporate all the modes of communication outlined by the New London Group.

The Rationale (750 - 1000 words) is a linguistic-driven text in which you 1) describe your thought process in creating the project, 2) detail the choices you made in composing the piece, and 3) justify your choices using support from the course readings (minimum 4 sources). For this final Rationale, you should also describe how your project fulfills the specific requirements of this assignment: 1) how the project engages with the major themes of the course, 2) what three (or more) platforms the final project incorporates, and 3) how the project integrates all the modes of communication outlined by the New London Group.

Note: if you are working in a group for this project, you only need to produce one collaboratively written Rationale.

Deadlines:

You can turn in your completed Reflection, Major Project, and accompanying Rationale at any point over the course of this unit, though I recommend waiting until after the in-class workshop day on **Tuesday 12/10** to do so. The deadlines associated with this unit are as follows:

- Rough Draft of Final Unit Plan DUE to class Drive folder (**by 11:59pm on Thursday 11/21**)
- Revised Draft of Final Unit Plan and in-progress Writing & Projects DUE at one-on-one instructor conference (**Week Fourteen**)
- All in-progress Writing & Projects DUE in class for Gallery Workshop Day (**Tuesday 12/10**)
- All Final Unit work DUE to class Drive folder (**by 11:59pm on Tuesday 12/17**)