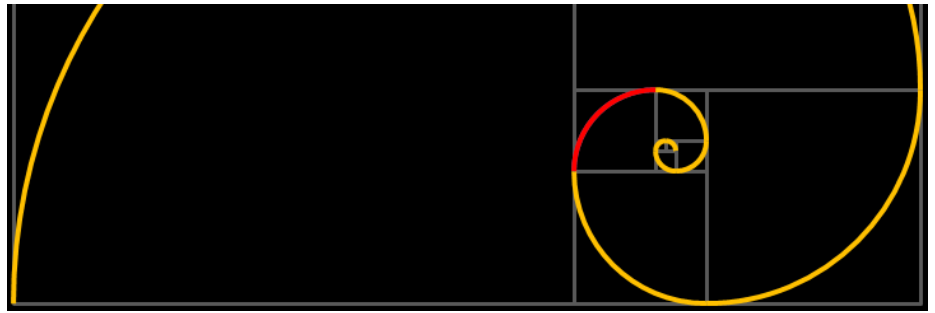


# FINAL PROJECT



## about the DMAC Institute

The Digital Media and Composition (DMAC) Institute is designed to encourage faculty to consider the multimodal literacy practices and values that people are now bringing into contemporary composition classrooms. To accomplish this task, you will create a DMAC final project that explores and enacts these literacy practices in some way.

We define *multimodal literacy* as the ability to deploy multiple semiotic modalities (alphabetic text, images, video clips, audio elements) in the process of reading, interpreting, and composing for various audiences and purposes. Multimodal literacy involves understanding the power of sounds, images, and written or spoken words. It involves manipulating and transforming messages within and across various media, as well as distributing messages widely with a keen sense of audience. It involves recognizing the affordances and constraints of various media and modalities. Lastly, it involves adapting information and exploring the social, cultural, ideological, and material implications of mediation.

## DMAC final project

For your 2015 DMAC Final Project, you will create a multimodal composition in which you record and reflect on the making of **either** your Concept in 60 video **or** a project of your own choosing. See below for an explanation of these options.

### *Option 1: Concept in 60*

The final project should examine the decisions you made, the processes you followed, the tactics you used, and even the roads not taken during your work on the Concept in 60 video. In order to do this, you should keep a diary or journal of your decisions regarding the various layers and stages of your composition. You also should keep a database of the digital assets that you use, the layers that you employ, and the drafts of your Concept in 60. This “making of” exploration is not just a narration of your experiences, but also a critical analysis of the artifact that you have produced. How do its parts function both individually and as a whole? How and for whom does it convey meaning? How does it use various modalities for rhetorical payoff? Note: even if you do not choose this option, you should record the various stages of your composition of the Concept in 60 video.

### *Option 2: Your Own Project*

If you came to DMAC with a particular task in mind, you may choose to address this task for your final project instead of focusing on your Concept in 60 video. This option may require more advanced multimodal composing skills, and it will take longer to compose. Regardless, your final project must reflect critically on how it is put together: how its layers, modalities, techniques, and tactics work to convey meaning. You may do this by keeping a diary or journal of your decisions regarding the various layers and stages of your composition, and by keeping a database of the digital assets that you use, the layers that you employ, and the drafts of your composition. If you wish to pursue this option for the final project, consult with the DMAC directors and instructors as soon as possible to determine the best course of action.

### *Options 1 and 2: Overall Goals*

Put simply, the goal of the project is to compose and assemble a set of elements that demonstrates the value of multimodal composing, regardless of the option that you choose. You can address the rationale behind multimodal composing, explore the concept of layering we've practiced to create a rich, conceptualized artifact, and/or demonstrate the power of multimodality.

#### **outcomes and requirements:**

While working on the Concept in 60 assignment or a project of your own choosing, you will collect digital assets that document significant decisions and the stages of production.

Your final project will use those assets to reflect on either your Concept in 60 or a project of your own choosing (its layers, tactics, effectiveness, and multimodality) and analyze it as a rhetorical artifact.

Your final project will employ alphabetic text, audio, images, and video.

You will compose your final project in Wordpress, iBooks Author, iMovie, or some other multimodal composing environment in consultation with the DMAC staff.

The final project will address your ongoing individual, local, or institutional needs.

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