LOGO

Multimodal Campaign

Due: Rough draft (04/25 or 04/27); Final draft (05/04)

Overview

Description: In groups, you will create a multimodal campaign to address the social problem developed from your researched argument. You will produce a nonprofit website that represents your organization and its mission, including a logo, a mission statement, an animated advertisement, and a brochure. You will have a group presentation of your organization and write an artist's statement explaining the composition and design choices you have made. The purpose of this assignment are to enhance your skills in multimodal writing, and to sustain your growth as a socially responsible writer-designer.

Goals

Use writing processes to generate, develop, share, revise, proofread and edit a multimodal project.

Produce a variety of essay genres, including digital and multimodal projects.

Produce a multimodal project that shows genre awareness, rhetorical situations, structure, purpose, significant content, and audience awareness.

Critically reflect on the process of multimodal composition and your rhetorical effectiveness.

Project Description

Mission Statement: In groups, compose a mission statement that presents the story/background of your nonprofit organization, and defines what the organization does for its audiences and employees.

Logo and Brochure: In groups, create a logo and brochure for your organization. Your logo will represent the value of your organization. In the brochure, specify your specific products or services and include a map that describes the location of the organization.

Animated Advertisement: In groups, create a 30-seconds-to-1-minute animated advertisement that explains and promotes the products or services provided by your organization.

Artist's statement: Individually, write a 4-5 page artist's statement exploring mission as an organization, your materials and how they further that mission. Specifically, please specify your purpose in composing the nonprofit project, the audience that you are trying to appeal to in general, and your choice of mode and medium.

Website Presentation: Design a website that includes your mission statement, logo, brochure, and animated advertisement. Present the website during group presentations.

Length and Format

- Your group project will be a website that represents your nonprofit organization. To submit your project, upload an URL of your website on D2L.
- Your individual artist's statements should be **4-5 pages** (1200-1500 words, double spaced, Times New Roman, 12 point font, APA format). Submit a word document on D2L by 05/04.

It is a multiple-draft assignment. Bring your rough draft and laptop for group conferencing on **04/25 or 04/27 (HSS 504-B)**. For the group oral presentations, upload the URL of your website on D2L by **04/30 or 05/02.** The final draft is due by **05/04.**

Design Tips

- Consider the **composition process** of a multimodal project. Start by preparing a rough draft for your mission statement, a mock-up for your website, a template for your brochure, and a storyboard for your animated advertisement. Then, assemble your multimodal project and revise the project with your group mates.
- Make **design choices** that are coherent with the theme, voice, and style of the website design. Pay attention to the design principles including contrast, repetition, alignment, and proximity.
- Choose **programs and software** that work best for your design purposes. For the website, consider using Wix, Weebly, Wordpress, or Adobe Spark. For the animated advertisement, consider using Go-animate, Powtoon, or Plotagon. For the brochure and logo, consider using Canva and Microsoft Paint.
- Your audience for this researched argument includes your professor, classmates, and anyone else who has access to your website. Be sure to make your project easily **understandable and accessible** to the audience.
- Attend to the rhetorical conventions of **different genres**, including narrative, informative, and persuasive ones. Consider using styles and voice that convey your authority as a writer and designer.

Grading Criteria

Your researched argument will be graded on the following categories: (Total number of points: 25 pts.)

- **Components**: In groups, creating a nonprofit website that includes a mission statement, a logo, a brochure, and an animated advertisement. Demonstrating the rhetorical awareness of multiple genres of composition (narrative, informative, and persuasive) (20%/ 5 pts.)
- **Multimodal Design**: In groups, incorporating clear digital design elements that are coherent with the theme, voice, and style of the website design. (20%/ 5 pts.)
- **Artist's Statement**: Individually, specifying your purpose in composing the nonprofit project, the audience that you are trying to appeal to in general, and your choice of mode and medium. (20%/ 5 pts.)
- **Oral Presentation**: In groups, presenting your website design in a logical, easy-to-follow manner. Maintaining eye contact with the audience (20%/ 5 pts.)
- **Writer's *Ethos***: Meeting the minimum length requirement (at least 1 page for the mission statement and at least 2 pages for the artist's statement). Using formal, academic language, and the APA citation format (if you cite sources). It is carefully proofread and lacks errors (20%/ 5 pts.)

Ethos
20%

Components
20%

Design
20%

Artist statement
20%

Presentation
20%