

# Project 1: Crafting Multimedia Narratives

## Overview

Multimedia covers a wide variety of experiences, modes of communication, and information sharing. As citizens of the 21st Century, we engage in different forms of multimedia on a daily basis, interacting with digital and physical forms of media in productive and consumptive ways.

Project 1 gives you an opportunity to **consider the role Multimedia plays in your life**. Using your own experiences with different forms of communication and engagement across different media platforms and methods, you will **construct and craft a Multimedia narrative**. This narrative can take a variety of forms, and in the true spirit of Multimedia being a complex and multilayered phenomenon, you will have several different methods by which you can approach this project. Each gives you the chance to consider the role multimedia plays in your past, present, and future, and more thoroughly examine and express how you already experience different mediums in your life. Project 1 is worth 150 points, which is 15 percent of your overall course grade.

## Project Options

Below I have outlined 4 possible avenues through which you can choose to complete Project 1. This Choose Your Own Adventure style of assignment gives you more agency and control over the assignment and allows you to play to your personal strengths and learning style.

### Option 1: Personal Multimedia History Narrative

Using your own experiences and definitions of the term multimedia, you will compose a narrative that **shares your history of experiences with different forms of multimedia** and observes the **evolution of your personal multimedia habits**. While I recommend you tackle this in chronological order, you should also feel free to play with different narrative methods and crafting of stories to highlight what you consider to be the most important aspects of your own history with multimedia. **Option 1 is ideal for creative writers and narrative storytellers.**

Deliverables for Option 1 will primarily be a **composed cohesive narrative**, but you can choose a number of methods of sharing this narrative, such as audio, video, written work, or visual design. Project 1's workshop environment (see Timeline below) will give you the space to decide what method you want to utilize.

### Option 2: Multimedia Curation Exercise

Curation, or **the act of selecting the media you engage with**, is part of the unconscious interactions we have with different forms of multimedia. In this exercise, you will **reflect upon and examine your own curatorial habits across different forms of media**, including digital spaces, physical spaces, and those that fall between or stretch beyond the two. By reflecting on the media and information you have chosen to surround yourself with, you will **craft a catalog of the multimedia you have curated on a personal level, professional level, academic level, etc.** This is an open-ended curatorial project that draws from principles of archival work and encourages you to **examine the media you surround yourself with**, reflecting upon how you go about selecting the multimedia objects and subjects you engage with on a daily basis. **Option 2 is ideal for people who engage in collecting or curating habits in either physical or digital spaces.**

Deliverables for Option 2 will vary heavily depending on the curatorial subjects of your project, but can take the form of a **digital photo gallery with annotations, a written report, or a slide deck**. Project 1's workshop environment (see Timeline below) will give you the space to decide what method you want to utilize.

### Option 3: Social Media Examination

As a multimedia phenomenon, **social media platforms** provide a robust and complex example of a site of **digital media sharing and production**. By examining our social media habits, we can gain a better understanding of how we present ourselves to those outside of our own worldview, and can begin to take steps to consider our digital persona in a world that is heavy with surveillance, observation, and long memory. **Examine at least two of your social media accounts and how you engage with it on a daily basis.** Consider your social media habits and what shapes them across different platforms, how they are the same or different, and the steps you take to differentiate yourself across those platforms. **Option 3 is ideal for people with a robust social media presence**, but is also ideal for those of you looking to **take a social media inventory** as you approach the professional workplace and need to consider the impressions you are making in a digital space.

Deliverables for Option 3 will primarily be composed of a **method of comparing and contrasting information, which can take the form of a written piece, a recorded presentation, or a visual design**. Project 1's workshop environment (see Timeline below) will give you the space to decide what method you want to utilize.

#### **Option 4: Multimedia Tracing and Mapping**

Multimedia is as physical as it is digital, and the two concepts overlap heavily when you consider the idea of the internet as a space or a place rather than a nebulous concept. Platforms shift and change but exist as places in the digital landscape, and **the ways in which we move through digital spaces can shed a lot of light on how we engage with multimedia**. This option involves a **mapping exercise**, wherein you examine the physicality and movement of your multimedia history, specifically **tracing the different physical and digital platforms you have used to consume and produce media over the years**. Mapping your multimedia movements over the years allows you to **identify patterns and trends in your habits and interests** and allows you to extrapolate **why** you engage with different forms of media the way you do. **Option 4 is ideal for people with complex multimedia histories, budding digital scholars, and those eager for self-analysis and reflection.**

Deliverables for Option 4 will likely be a visual design or map accompanied by brief analytical explanations, though as with all four of the options for Project 1, this can vary depending on preference and strengths. Project 1's workshop environment (see Timeline below) will give you the space to decide what method you want to utilize.

### **Learning Objectives**

Project 1 gives students the opportunity to explore in-depth the following major learning objectives of the course (see the syllabus and Brightspace for the in-depth Course Goals and Learning Objectives):

- Multimodal and Multimedia Engagement.
- Passionate Attachment and Creativity.
- Flexibility and Communication.

## Project Timeline

Project 1 will take place over the first 4 weeks of the Fall semester. The work will include invention work where you determine the subject of your project, drafting, and workshopping time.

Here's what you can expect from the Project 1 Trajectory:

<b>Monday, August 31st:</b>	Project 1 assignment given
<b>Friday, September 4th:</b>	Project 1 Concept due to instructor, 11:59pm
<b>Friday, September 18th:</b>	Project 1 due 11:59pm

Time between the concept and project due date will consist of asynchronous and synchronous workshop time and collaboration with your instructor and classmates.

Project 1's length and scope requirements vary heavily depending on the choice of project and how you choose to approach it. When you receive feedback on your Project 1 concept, I will communicate my specific expectations for length and scope to you. Consider the discussion of length and scope to be a **negotiation**, not a set parameter. If I suggest a length or scope that feels too high (or too low!) for you we can discuss what seems both plausible and appropriate for your project.

A revised, polished version of Project 1 will be due at the end of the semester in the Final Portfolio. You will receive feedback from me on the contents of Project 1 after it is turned in and be able to use those revisions in your Final Portfolio.