# Project 2: Analyzing Multimedia Artifacts

## Overview

The second major project for this course involves conducting **in-depth research**. In the spirit of the course's Choose Your Own Adventure nature, what you research for this project will be largely up to you. Your primary requirements are the following:

- You will select **a piece of multimedia** that exists in physical form, digital form, or some hybrid of the two. This is largely open-ended and can include any or all of the following: a book, a film franchise, a Youtube channel, a Podcast, a technical manual, a website, a social media network, and many more. If you can make a case for it being a multimedia artifact, I will let you select it.
- You will **compose a detailed report** that addresses your chosen piece of media's characteristics as a multimedia artifact. You should discuss the artifact's **history**, analyze what makes it a **multimedia object**, and unpack its **cultural context**. These reports will vary in length and format depending on your chosen artifact and your chosen method of composition.

During the course of Project 2, you will be presented with a series of **media demonstrations** that will serve as examples of different forms of multimedia you can draw from and consider (see below for more details). This will also serve to prepare you for Project 3, and serves as a reminder that all 3 of the major projects in this course are connected. Project 2 is worth 150 points, which is 15 percent of your overall course grade.

## Selecting A Multimedia Artifact

When selecting your artifact, consider the following important factors:

1. **What makes your artifact fall under the definition of multimedia**? Consult the work we've done so far this semester and have a solid grasp of what multimedia means to you before you select your artifact.
2. **What can you say about this multimedia artifact?** Why is this artifact worth researching in-depth to you? What can you gain by examining and analyzing this artifact in detail?
3. **What connections do you have to this multimedia artifact?** Why do you want to know more about this multimedia artifact? Why do you want to do in-depth research into it?

Once you have selected your multimedia artifact, you will compose a brief **Concept Plan** similar to your Project 1 concept plan. This will include initial answers to these three questions, and discuss how you conceptualize your Project 2 report.

## Composing Your Report

Much like Project 1, **you can choose** how to compose and present your report for Project 2. While a traditional written report is conducive to sharing the information you will research about your multimedia artifact of choice, you should feel free to **experiment with other forms including audio, visual, film, presentation, etc**. Your report should include the following regardless of format:

1. **A description of your chosen multimedia artifact**. This can include physical characteristics, location, basic visual elements, or background information, whatever you need to introduce it to an audience that might be unfamiliar with it's overarching context.
2. **Research into the history of your chosen multimedia artifact**. Share more in-depth information about the way this artifact came into being, who or what created it, its age, and where it has been located. Be sure to use appropriate citations of information you locate during your research.
3. **An analysis of your artifact as a multimedia creation**. What makes the artifact fall under the definition of multimedia? What specific aspects of it do you consider to represent multimedia? How does it function as a multimedia artifact and what makes its existence as a multimedia artifact interesting to you? Why have you selected this multimedia artifact? What does it contribute to a larger conversation about the role of multimedia in culture and society?

The Deliverables for Project 2 will **vary in length and form** depending on your choice of medium for your report, but you should aim for a **thorough analysis** that addresses these three major points listed above. Though I have mentioned several forms this report can take above, I encourage you to **think creatively** about how you might share and deliver the information you research. I am open to **any and all methods of information delivery** as long as they are able to deliver the information clearly based on the above guidelines.

## Learning Objectives

Project 2 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):

- Accountability and Self-Direction.
- Multimodal and Multimedia Engagement.
- Flexibility and Communication.

## Media Demonstrations

Weeks 5 through 7 of the semester (i.e. beginning Monday, September 21 and ending Friday, October 9) will consist of a series of multimedia demonstrations, uploaded to the course Brightspace page and Discord server. The purpose of these demonstrations is to familiarize you with the many options of multimedia you have available to you as you research your Project 2 artifact and begin to consider your Project 3 options.

The demonstrations will be as follows:

**Demo 1:** Presentations (Including Powerpoint and Slide Recording)
**Demo 2:** Analog and Digital Poster Design
**Demo 3:** Audio and Podcast Recording
**Demo 4**: Video and Film Creation
**Demo 5:** Twine and basic game design principles
**Demo 6:** Maker Projects and Physical Crafting

**Please note that you are not required to create a Project 3 concept based upon these demonstrative areas,** and **can select a multimedia project medium beyond their scope**. These demonstrations serve to provide examples, guidance, and familiarity with just a few of the wide variety of options available to you in your analysis of artifacts and your eventual creation of multimedia works.

# Project Timeline

Project 2 will take place between Week 4 and Week 9 of the Fall semester. The work will include invention work where you determine the subject of your report, drafting, and workshopping time.

Here's what you can expect from the Project 2 Trajectory:

**Monday, September 14th:**       Project 2 assignment given
**Friday, September 25th:**       Project 2 concept due to instructor, 11:59pm
**Friday, October 23rd:**         Project 2 due

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

As with Project 1, Project 2'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 2 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 2 will be due at the end of the semester in the Final Portfolio. You will receive feedback from me on the contents of Project 2 after it is turned in and be able to use those revisions in your Final Portfolio.