Project 3: Designing Multimedia Creations

Overview

This project will take the research and analysis you conducted during project 2 and give you the opportunity to **put that theory into practice**. Drawing from your experience with the first two projects of the semester as well as the multimedia demonstrations presented to you, you will **choose one or more creative and professional mediums to design and produce a finished piece of multimedia** that you can use to **further your future professional or personal goals**. Your options can include **any multimedia project of any subject you like**, be it fictional, nonfictional, professional, etc. Your project's topic, scope, and medium will be self-determined and guided by conversations with your instructor and your classmates. While your project deliverables will vary, it is expected that you **create something original** that will further your overarching personal goals, whatever those goals may be. If you like, this project may be collaborative, though I encourage you to weigh the cost-benefits of individual versus collaborative work in your personal and professional lives. Project 3 is worth 150 points, which is 15 percent of your overall course grade.

Selecting Your Medium(s)

You have the option to select any form of multimedia you like for your project. This includes any of the six forms of multimedia you were presented with during the Media Demonstrations, other forms of multimedia composition, and/or multiple forms. This will vary depending on the topic you select for your Project 3. As you make your decisions, I encourage you to keep in mind the following points:

1. **What do you want your project 3 topic to be?** I encourage you to draw upon the things in your life that interest you and drive you forward, be they your hobbies and special interests or your professional and vocational goals. While this project will be most useful to you if you consider how you might use a polished piece of multimedia in your future vocational goals, know that there are no limits or restrictions to your options. Anything goes, as long as you can justify it as a multimedia creation.

2. **What forms of multimedia creation are you comfortable with?** While there are many complex methods for creating multimedia content, it is important to be aware of our own levels of comfort with our options for creating that multimedia. I encourage you to try new things and experiment with form and medium, but also encourage you to know your own limitations and be aware of what using new forms of multimedia production will mean for your time and workload. Work smart, ask questions, and be aware of what you already know and what you need to learn to accomplish your goals.

3. **What forms of multimedia creation do you have access to?** A lot of multimedia creation can require specialized equipment, including cameras, microphones, software, and crafting materials. **Please do not spend money for the sole purpose of getting fancy equipment for this course**. Most of what I accomplish in the media demonstrations involves free or cheap materials, hardware, or software that you can acquire with minimal to no cost. The quality of your work is not dependent on how much money you spend, nor should it be. Consider what you can acquire without breaking the bank, and if you need advice on materials and how to acquire them on a budget, don't hesitate to ask.

4. **What can you reasonably accomplish this semester?** The circumstances of this Fall means that everyone is going to have a lot on their respective plates, especially as plans change and restrictions vary due to COVID-19. Consider your workload not only in this course, but in other courses you're taking. Consider your availability and what you can reasonably accomplish in the time allotted for this project and any necessary revisions. Beware of Scope Creep: be cognizant of the time you have, plan for responsible use of that time, and consider what will be possible in light of the rest of the work you have to do and the other aspects of your life that may be a factor.

One final note on project decisions: **creativity should never be defined by the boundaries of space and time, even if material circumstances require that it must be subject to the laws of reality.** If your project idea is a grand one, I encourage you to pursue it. I am less interested in 'safe' projects and more interested in seeing what you can do with the time and knowledge you have acquired as part of this course.

In other words, I am the kind of instructor who awards a student who fails spectacularly trying to accomplish something risky, grandiose, and pushing the boundaries of the feasible. While your final portfolio is expected to be a polished piece in some capacity, know that for the purposes of project 3 in particular, **I encourage and reward people who take chances, who aren't afraid to push themselves, and who resist the notion of a 'safe' project.** Tap into the creative and clever and interesting and unusual areas of your life that you want to share with the class, and indeed with the world. Create something new and cool and interesting. As a person who has made my way in life by taking big risks and refusing to play it safe, I am interested in providing a space for you to engage in the possibility of failure without having to fear for your GPA. I'm interested in your effort and your passion, not necessarily in success. Put in the time and effort and you will earn the points you need in this class. Don't play it safe on this project. Try something new. Tell me what you envision for this project and I will do everything in my power to help you accomplish that vision. We are embracing the full spectrum of multimedia, and what it means to push beyond the known and the familiar. In these

circumstances of interesting times, it's time for us to try interesting things. Let's try them together.

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.
- Passionate Attachment and Creativity.
- Long-Term Project Management.

Project Timeline

Project 3 will take place between Week 9 and Week 13 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 3 Trajectory:

Monday, October 19th:	Project 3 assignment given
Friday, October 30th:	Project 3 concept due to instructor, 11:59pm
Friday, November 20th:	Project 3 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 and 2, Project 3'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 3 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 3 will be due at the end of the semester in the Final Portfolio. You will receive feedback from me on the contents of Project 3 after it is turned in and be able to use those revisions in your Final Portfolio.