Digital Media Project

WRTC 201

Digital rhetoric has become an important area of study within the field of rhetoric. It simply refers to the use of multimedia to persuade, inform, or inspire action. The use of multimedia has implications for invention because it opens up new forms of expression that can be interactive and collaborative as well as reach new audiences. You can easily see how it relates to the other canons of delivery as well: arrangement, style, delivery and memory.

Up to this point, we have been mostly focused on projects involving text, but the digital world gives us interesting new tools to communicate with, allowing us to add images, music, and movement to our messages. For this last project, I would like you to take a paper of yours from this class or a subject related to an issue we have been discussing and translate it into persuasive multimedia. You will decide how to do that, but expect that it will look radically different from the version you started with. You may not even use words, or you may mix words and images.

Don't worry if you have not used many multimedia tools before. Most sites have simple step-by-step instructions. This is a learning experience, so although I do not expect perfection, I do want to see that you have put real effort and time into it.

How do you start?

- Try looking at the work you have done and choosing the project you feel most strongly about.
- Look through the possible applications to find the one that you think will work best with your project.
- Sign up for a free account if the site requires that.
- Go through the tutorial to make sure you understand how to use it.
- Start adapting your project. Have fun, be creative. Remember it does not have to look anything like the original when you are finished, but it should convey a similar *key idea* and be persuasive. It does not need to include every point from the original. You should have a specific audience in mind.
- After you are finished, you will complete a post-write describing the process you went through and analyzing your finished project as a piece of rhetoric.

<u>Choose one you have not used before (or find your own):</u>

Storify – This could be a good platform for anyone that is doing a project on something current!

Canva- Good for infographics!

Timeline JS - This is a good platform for something chronological (I saw some cool past examples of these as well).

Story Map JS - This tool is good for a project that would be best displayed geographically.

iMovie - Always good for those who want to tackle video production!

GoAnimate- a free online resource for creating animated videos (if they want to make a video but don't want to do full video production)

Prezi- good for multimedia presentations

Tiko toki – animated timeline

Other free options:

https://www.customshow.com/free-presentation-software-alternatives/