

**CTW 2 Honors: Communities & Rhetorics**  
**Spring 2017**  
**Dr. Robin Tremblay-McGaw**  
**Culminating Multimodal Writing Project**

For assignment #3, the culminating multimodal writing project, you will draw upon the skills used to complete the previous two assignments, transforming your text and page-based investigative essay into a new project, one that is multimodal and offers new aspects and investigations. This multimodal project may take the form of a website or blog, podcast or short film, some of which may use images, film, audio, design and layout, etc. You will want to select carefully *which modes will best serve your project*. To do this, you will want to be clear about:

- *establishing your ethos*—who is the website author/administrator, podcaster, etc., (note you can create a fictional entity for this);
- *identifying and appealing to your audience*;
- *developing and carrying out the goals* for your project.

Please note that this culminating assignment is a chance for you to utilize all you’ve learned about communities and rhetorics—including visual and digital rhetorics. This final project requires that you do more than simply paste the text of your essay into another format. The mode(s) you select should *augment* your investigation, building its exploration via other forms of rhetoric and presentation. You will want to remember Marshall McLuhan’s phrase from decades ago, “The medium is the message.”

**--Multimodal Evaluation Rubric--**

Assessment Categories	1 Poor	2 Fair	3 Good	4 Very Good	5 Excellent
Establishes ethos					
Identifies a specific Audience—explicitly or implicitly					
Clearly fulfills specific purpose/goal					
Utilizes appropriate Mode(s)					
Employs engaging, effective & motivated Design/Layout/Arrangement					
Creates clear navigation or connections/transitions between sections or components (whether audio, visual etc.,)					
Is creative, original					
Is “believable” (as “real” or “legitimate”) given the project’s premises					
Achieves a high quality of writing—addressing sentence clarity, voice, proofreading, grammar & syntax, effective diction, etc.,					
Expresses depth of thought					
Correctly cites/credits sources appropriately					
Grade/Comments					

