

Project three: Remediation ~ web presence

Bradley Dilger ~ ENG 108 ~ Fall 2014 ~ <http://dtext.org/>

In ENG 108, we think of reading and writing broadly, considering not only books and essays, but a wide variety of forms. With this in mind, you will conclude the semester by remediating your discourse community report as a web presence created with the WordPress.com platform. You will create a set of pages and digital media which are well-suited to them — short clips of videos, photos, and the like. Of course, this isn't just a matter of cutting and pasting. Turn to our visual rhetoric readings to understand how you might need to reimagine the data you collected for web presentation. How can you give readers information about the discourse community you are studying?

We will devote class time to working with WordPress.com, which I believe you will find is complex enough to make attractive web sites which meet your needs, yet not so difficult that you will struggle with it. I selected WordPress.com because it is not only free but designed in a manner which does not tie up your content — you can easily export it for use elsewhere. Furthermore, if you decide to use WordPress.com for a professional web presence in the future, you will be able to adopt your learning rapidly.

There are five key elements to consider:

1. **Ethical concerns in publication and presentation:** how will you represent what your participants shared with you in a manner which is both respectful and truthful? Should your web presence be public, private, or a mix?
2. **Writing style:** in what ways will you answer the need of web audiences, who typically skim before they read, and prefer highly usable organization (lists, tables, subheads)?
3. **Relevant use of multimedia:** what audio, video, and/or images will both meaningfully and pleasingly enrich your presentation?
4. **Visual and textual design of pages and posts:** how will you arrange and make consistent the different elements you employ?
5. **Organization of information:** how will you divide information between multiple pages and posts, on your site and via links? If you use external media, how will it be integrated?

The readings we will do at the end of the semester will help you understand how to make writing choices about these five things for your discourse community project. Of course, I will also be happy to talk with you about your project work — in or out of class.

Project three starter: Web development plan

Outline your plan for creating a web presence which draws on the material you collected from your research report, and your research report itself. Plan to re-write, re-design, and re-purpose as needed. In your plan, sketch out what you expect to do, hitting all of the five elements above, at the minimum. *Please make sure that you cover each one — they will be the our key concerns for grading.*

Some suggestions:

- Focus on showing what you plan to do (with lists, outlines, and the like), not telling.
- I strongly suggest you experiment with WordPress.com before drafting your plans—get a feel for what it can do. Browsing other WordPress sites can really help.
- If you want to literally use sketches and paper mockups, you can either scan them and integrate them, or deliver them to me by hand. Or include screenshots.

- If you have started creating your web presence, you are welcome to include links to relevant media and/or to use digital tools to sketch out your plan.
- Make sure to note any revisions and additional research or engagement you will need to make based on your research report — which you are revising at the same time you create your web presence.

Assignment length: 1–2 pages double spaced (450–600 words).

Structure, style, and format: similar to the project proposal, though less formal.

Submission: Due 12/02. Create a Google Doc titled “Lastname 108 P3 framework” and share it with me before the deadline.

Points: 75.

Project three final: Web presence and reflection

Based on my suggestions and feedback from others, revise the plan you’ve made and build your web presence accordingly.

Assignment length, structure and style, and format: varies given your approach to remediating your discourse community report.

Submission: Due 12/16. Send web address of front page to me by email (ideally with the reflection, below).

Points: 125.

Concluding reflection

Your reflection should describe, evaluate, and provide insight into your learning this semester. You need not cover all of these in depth, but I’d like to see depth for at least one. So you could pick two and leave two aside, or write a lot about one and a little about the other three.

1. How did the course challenge, add to, and/or make you think hard about your previous writing skills, experience, and knowledge?
2. What specific concepts offered in the course do you expect to use to write in the future? Identify them and reflect on expected uses.
3. How did participating in service, then interviewing and observing others help you understand how writing works in a given discourse community? What could you or I have done differently to make this more effective?
4. What lessons did the course offer about writing with technology, and writing in different media?

Your reflection will be evaluated for the amount of content which addresses these criteria, as well as for its sincerity and usefulness.

Assignment length: 2–3 pages double spaced (600–900 words).

Structure and style: Follow MLA style for essays. No cover page. Staple or paper-clip your hard copy.

Submission: Due 12/16. ~~Bring hard copy to my office and/or put in my mailbox in the English main office (Heavilon 324, 8:00a to 4:30p).~~ Also Please send via email attachment, with filename format “lastname-108-reflection.doc.”

Points: 50.