Writing 105M: Multimedia Writing

Prerequisites: Writing 2 or 2E or 2LK; upper-division standing.

Catalog Description: Focuses on writing in digital modes, mediums, and platforms, with a focus on the rhetorically effective use of multiple media into writing for public genres. Projects involve reading about, analyzing, creating, and reflecting on writing in multimedia. Students create works suitable for web or other digital formats.

Course Description: This course prepares students for writing in the digital realms of reading, composing and publishing. One premise of this course is that writing can no longer be understood as solely communication through alphanumeric symbols. Rather, writers in all professional and academic contexts are increasingly working as designers and media producers. In this way, writing is not just words, but a multi-sensorial experience. Practices and theories of multimedia writing are still emerging. Readings for the course propose different ways of understanding multimedia and come from a variety of disciplinary perspectives, including rhetoric and composition, digital humanities, visual arts, and computer science. Students analyze multimedia texts using the terms and concepts proposed by theorists and scholars, and students identify compelling composition strategies based on their own experiences as consumers and producers of media. Students apply the knowledge they have gained from reading, analysis, and practice in order to create compelling multimedia texts. Finally, students reflect on their work and the course materials in order to prepare for multimedia writing situations outside of the classroom context.

During the quarter, students will develop facility with multimedia tools and strategies in order to effectively create multimedia texts appropriate for a variety of rhetorical situations. This may include image editing, audio editing, web publishing, and/or interactive media. While students do not need to have experience with media production before entering the course, students do need to be willing to learn these programs well enough so that they can create engaging, cohesive multimedia texts.

Curricular Premises: Writing 105M offers upper division students instruction and practice in writing with multiple media for digital as well as print contexts. Like other Area A2 Courses, Writing 105M focuses on developing advanced writing skills, which include adapting structure and style to particular genres, modes of communication, and rhetorical contexts; integrating and citing text-based and media-based texts, and refining grammatical, mechanical, and stylistic abilities. This course is different from other Area A2 courses in that students learn to practice writing as a media-rich process of composition; practice adjusting their writing for different modes, media, and platforms; and integrate multiple media in a way that is compelling, purposeful, persuasive, and context-appropriate.

Course Requirements:

Texts: Materials frequently include research from Rhetoric and Composition scholars as well as theorists from a wide range of disciplines. Reading materials may also include multimedia texts intended for general audiences.

Assignments: Writing 105M typically includes assignments that 1) apply theories from reading materials, 2) analyze multimedia texts and/or rhetorical contexts, 3) multiple drafts of multimedia composition projects and 4) reflect upon the processes and strategies of multimedia writing.

Outcomes:

- produce writing that demonstrates proficiency in modes, mediums, and platforms associated with digital composing
- apply theories and strategies of multimedia composing and information design in the production of digital texts
- understand and practice thoughtful and reflective decision-making in the production of multimedia texts
- develop credible, ethical, independent researching skills with digital resources, paying particular attention to the attribution of sources that take into account notions of copyright such as Creative Commons licensing
- develop facility with multimedia tools and strategies in order to effectively create multimedia texts appropriate for a variety of rhetorical situations
- refine and develop rhetorical and stylistic techniques appropriate for multimedia writing