English 282: Multimodal Composition for the Web Schedule

This schedule may be altered at any point in the term at the instructor's discretion. Students must complete readings and homework by the dates and times listed.

WEEK 1			
Date	**Activity**	**Reading**	**Due**
10/1	Course introduction: Defining multimodality Discuss course demographics—what characterizes our class as an audience?		Student survey (completed 9/30)
WEEK 2			
10/6	Multimodality: Rhetorical and design analysis Project 1 assigned	*Writer/Designer*, Chapters 1-2 (1-39)	Collect examples of multimodal texts, identifying modes; **submit to Canvas discussion area before class begins**
10/8	Discuss rhetorical/design analyses Form groups for Project 1 Technical workshop: Introduction to web authoring with online tools		Rhetorical and design analysis of one collected multimodal text; **bring to class in print and electronic format**
WEEK 3			
10/13	Introduction to pitching projects Project groups select website and outline planned revisions	*Writer/Designer*, Chapter 5 (77-92), "Pitching Your Project" (54-56), and "Mock-ups" (93-96),	List of potential sites to revise for Project 1 and brief rationales for revision; **bring to class in two electronic formats**

Date	Activity	Reading	Due
10/15	Groups work on pitches Technical workshop: Creating and editing images with Adobe Photoshop		Revised site content; **bring to class in two electronic formats**
WEEK 4			
10/20	Develop criteria for assessing pitches Groups deliver pitches Sign up for group conference	*Writer/Designer*, "Preparing for Rough Draft Feedback" (110-112), "Providing Feedback as a Stakeholder" (112-115), "Using Feedback to Revise" (115-116), and "Creating a Revision Plan" (116-118)	Group website revision pitch; **submit pitch visual aids to Canvas discussion area before class begins**
10/22	Groups deliver pitches		Memo on how group will incorporate pitch feedback into first draft of Project 1; **submit to Canvas before group conference**
WEEK 5			
10/27	Develop criteria for assessing Project 1 first drafts Peer review Project 1 first draft		First draft of Project 1; **submit URL to Canvas before class begins**
10/29	Groups work on revising Project 1 first drafts		
10/30			Final draft of Project 1 and group/self evaluation due by **10:00 p.m. via Canvas**

WEEK 6			
Date	**Activity**	**Reading**	**Due**
11/3	Analyzing genre: The PSA Project 2 assigned	*Writer/Designer*, "Exploring the What and the How" (42-45) and "Genre Conventions" (45-51)	
11/5	Discuss PSA analyses Identify public service issue for Project 2 Technical workshop: Editing and compressing video for the Web, Part I		Rhetorical/design analysis of selected PSA; **submit to Canvas discussion area before class begins**
WEEK 7			
11/10	Research workshop: Researching public service issues	*Writer/Designer*, Chapter 4 (57-76)	
11/12	Peer review PSA visual factsheet first draft		First draft of PSA visual factsheet; **submit URL to Canvas before class begins**
11/13			Final draft of PSA visual factsheet due by **10:00 p.m. via Canvas**
WEEK 8			
11/17	Discuss PSA videos, storyboarding, and rough cuts Technical workshop: Editing and compressing video for the Web, Part 2	*Writer/Designer*, "Storyboards" (96-99), "Planning Your Rough Cut" (107-109), and "Moving from Rough Cut to Rough Draft" (109-110)	
11/19	Peer review PSA video storyboards		PSA video storyboard; **submit scanned images or URL to Canvas discussion area before class begins**

WEEK 9			
Date	**Activity**	**Reading**	**Due**
11/24	Peer review PSA video rough cuts Sign up for optional conferences		PSA video rough cut; **submit URL to Canvas discussion area before class begins**
11/26	Thanksgiving Holiday		
WEEK 10			
12/1	The PSA campaign: Putting it all together	*Writer/Designer*, "Preparing for the Multimodal Afterlife" (122-126), "Preserving Projects through Metadata" (126-128), and "Documenting Your Design Process for Future Users" (128-131)	
12/3	Peer review PSA campaign drafts Showcase assigned		First draft of PSA campaign; **submit URL to Canvas before class begins**
12/4			Final draft of PSA campaign and project evaluation **due by 10:00 p.m. via Canvas**
WEEK 11			
12/8	Producing the showcase	*Writer/Designer*, "Reporting on Your Final Project" (132-135)	
12/10	Peer review showcase prototype Sign up for optional showcase conferences		Prototype of showcase; upload and **submit URL to Canvas before class begins**
FINALS WEEK			
12/16			Final draft of showcase **due by 10:00 p.m. via Canvas**