

Project #3: Community Media Remix, Cut 1
WRA 135
Michigan State University

Learning Objectives (Purpose):

After doing this assignment, you should be able to:

- Enact a community media needs assessment plan (Project #2)
- Create a rough draft of a media project that meets the needs of various audiences
- Incorporate effective media design practices into a community media project
- Learn how to use the equipment/materials/technologies that allow you to make a community media project
- Understand the conventions of a community media project, and be able to break or follow those conventions to meet the needs of a community partner

Description (Situation):

The goal of this project is to complete a first draft of your media project for your community partner. You will then show it to the class and your community partner for feedback. After receiving feedback from your peers and community partners, you will do a short reflection on how you will revise your media project or continue to work on enhancing and expanding it for the rest of the semester. Your media project should be carefully crafted based on the findings of your community media needs assessment (Project #2), as well as discussions that you have with your community partner during the process of creating it.

- a) During your next meeting with your community partner, you will present their project #2 community media assessment report to them, and finalize plans to begin work on your media project.
- b) Then, you will collect the individual components of this project (photos, other visuals, information, videotaped interviews, etc).
- c) You will then remix these components into a preliminary draft of the media project you will create.
- d) Finally, you will complete a group reflection on what needs to be done by the end of the semester to expand and revise this draft.

Audience:

The primary audience for these drafts will be your community partners, but your peers will also function as another type of audience by helping to critique your media projects and to articulate the conventions of them (i.e. home movie, scrapbook, flyer, website). Finally, your instructor will be assessing how effective your media text is at using these conventions.

Texts to Draw Upon:

- Community Media Needs Assessment Report (Project 2)
- Matthews' "For a Community to Work" (On Angel)
- Tools of Engagement Module 3 "Negotiation" (Online)
- DeVoss' "Designing Documents" (C.R.A.P.) (On Angel)

Texts You Must Produce for this Project (Mode):

1. **Individual:** IARD/MAPS Cover Letter (1-2 pages, and MUST include how you contributed to your group's overall draft of your media project, AND how you think your group should revise/expand this project over the remainder of the semester).
2. **Group:** Final draft of your media project (digital texts must be burned to a CD or DVD)
3. **Group:** Copies of all the elements that went into this draft (photos, other visuals, information,

videotaped interviews, etc). Digital elements must also be burned to a CD or DVD.

4. **Group:** A collection of all notes from meetings with your group or community partner and NOT a copy of all communications with them via e-mail.

Project #3 Elements (Photos, Images, Text, Info/All Stuff for Project) Due to Group By: 10/27

Project #3 Presentation of Rough Draft in Class for Feedback: 10/29

Project #2 Final Draft Due Date: 11/3

*See the *Schedule for Project #3* for further information.