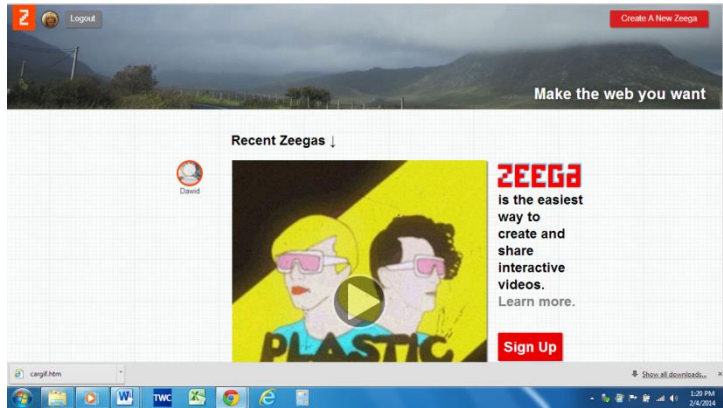


SPC 1301 – Multimedia Presentation Fall 2014



Name: _____

Date: _____

ZEEGA Number: _____

This multimedia assignment requires you to identify a subject and select one of the following approaches for using ZEEGA as a multimedia reporting or public relations platform.

- Create a ZEEGA that provides a tribute to a specific person related to your research topic.
- Create a ZEEGA that provides background information about your research topic.
- Create a ZEEGA that “reports” a new development related to your research topic.

YOUR topic: _____

Identify your audiences: _____ Identify your message: _____

Some questions to consider:

1. What is your over-arching message? How will you use images and image patterns to support your message? Can you use images/words that act as metaphors? Puns? Satire?
2. What is the rhythm you plan to create with your project? How will the music and your textual elements work together with the images you choose to create this rhythm?
3. Will you use alliteration, repetition, or other rhetorical strategies to create emphasis, clarity, and/or remembrance for your audience?
4. What are the strengths and limits of the web tool ZEEGA for reporting/PR? How effectively will it communicate your message on the web?

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Assignment Objectives:

- 1) Identify and understand local & global audiences for your Zeega project (class, university, web).
- 2) Explain how remixing (images, sounds, and text) enhances/confuses the message for your audience.
- 3) Identify how remixing might change, mute, or intensify your message.
- 4) Develop skills related to choosing images and aural (sound) elements to support the theme or meaning of your topics. Develop skills for identifying and creating consonance and/or dissonance between multimedia elements.
- 5) Develop short writing skills with appropriate (emotional or dramatic emphasis) with balanced key words or phrases. Use words deliberately/appropriately.
- 6) Develop self-critique skills: Self-critique and Peer-critique (Critical analysis of strengths and limits of tool for supporting communication messages)
- 7) **Keep a working log of your experiences to be used for a reflection paper to be written in class about the process you used to create your ZEEGA and decisions you made related to its various multimedia components.**

Sample ZEEGA's

"Stay Curious" <http://zeega.com/154505> ; "A Tribute" <http://zeega.com/153902>

"Today in Zeega" <http://zeega.com/154602> ; More ZEEGAS on my BLOG: <http://cджерendas.com/blog>

PROJECT COMPONENTS:

- 1) MULTIMEDIA ZEEGA
 - 2) REFLECTION PAPER (1-2 pages) In Class
 - 3) PRESENTATION OF YOUR ZEEGA TO THE CLASS
-



Image: Mashable.com

ASSESSMENT:

The following writing and multimedia elements will be considered during grading of Zeega multimedia project:

Text Elements***

- Appropriate & Minimal –Reinforces Message
- Powerful (Reveals Complexity of Message in under 140 char)
- Balanced words and phrasing (Writing Short)
- Appropriate compound/complex sentence structure and verb choices

Visual Elements

- Relevant Images – Appropriate Use of Animation
- Variety of Images/Animations
- Complexity of Message (Dissonance, Irony, Metaphor)

Audio Elements

- Music/Sound Enhances Images/Message
- Lyrics Enhance, Reinforce, Contract Message

Presentation & Discussion of Project

- Eye Contact (Faces Audience, Avoids Reading—Discussion project)
- Enthusiasm & Clarity (Transition Smoothly between Elements)
- Controls Hand Movements (Uses Effectively)