

# inhabiting stance through multimodal craft design

“Art should comfort the disturbed and disturb the comfortable.”  
– Cesar A. Cruz (and Banksy)

## Timeline: Major Deadlines

|          |   |
|----------|---|
| 4/3 (M)  | Project 4 ideas-in-process to class (notes uploaded to Google)                        |
| 4/5 (M)  | Project 4 “Due enough” – Mini CSW in class  |
| 4/6 (TH) | Final Craft Due   |
|          | <b>30th Annual Celebration of Student Writing, Student Center Ballroom, 4-5:30 pm</b> |
| 4/17 (M) | Final Written Account Due   |

## Multimodal Craft Design

The first part of this project invites you to design a visual argument using a non-digital medium, which will be displayed at the CSW on April 14th. At this point, you are encouraged to embody a specific stance about the questions you have been spending time with. To help create your argumentative design for this project, try thinking of a visual metaphor for your argument. You have loads of freedom in the materials you use; the only real restrictions are that your design must be non-digital in nature, tangible, and transportable, and it should not be composed of materials or involve activities that are harmful to your health or illegal.

A gallery card briefly articulating your stance will accompany your crafted object.

## Final Written Account

To accompany your multimodal craft design, you will write a reflective paper—at least 2 pages in length—discussing the rhetorical choices that guided the composition of your craft design. Here are a few questions that can be addressed within your written account:

- What visual argument(s) are you making/enacting in your multimodal craft design?
- How does your visual argument/craft design reflect the research you compiled in project 2?
- Explain your rationale for the choices you made while composing your multimodal design.
  - Why did you choose the materials you chose?
  - Why did you choose to construct the design the way you did?
  - How did you account for the exigency, purpose, and audience of your design?
  - What aesthetic choices did you make for your design and why?

## Conventional Formatting

Your written account will be drafted in Google Docs. Projects should be typed, double-spaced, with 12-pt Times New Roman font. MLA style and formatting conventions should be followed. For additional information about using MLA, please refer to chapter 49 of *Writing in Action* or the OWL of Purdue.

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## Grading Criteria

1. Visual stance: Your multimodal craft design must make an identifiable visual stance, and your written account must explain the connection between this crafted object and your research this semester.
2. Specificity: Your written account should be specific. Your reader should be able to understand *exactly* how and why you made specific design choices.
3. Development: Your project should feel complete. Not only should your project include all the required pieces, but both your multimodal craft design and written account should show growth throughout the unit's work.
4. Cohesion: Your written account should read as a cohesive unit, which means that you should use transitions between your ideas. Additionally, when paired with your multimodal craft design, your written account should help readers understand your visual design.
5. Correctness: Your written account should be proofread for spelling, capitalization, and syntax errors. Reading aloud can help you catch these errors, as well as repeated phrases and unfinished sentences. Additionally, your object should show attention and care for detail.

## Rubric

|                            | NA | NI | AC | EX |
|----------------------------|----|----|----|----|
| Visual Stance              |    |    |    |    |
| Specificity                |    |    |    |    |
| Development                |    |    |    |    |
| Coherence                  |    |    |    |    |
| Correctness                |    |    |    |    |
| <b>Invention Portfolio</b> |    |    |    |    |
| <b>Participation</b>       |    |    |    |    |

EX: Exceptional. The writer has applied the criterion with distinction.

AC: Acceptable/Meets Expectations. The writer has applied the criterion to an acceptable degree.

NI: Needs improvement. The writer has minimally applied the criterion in the project.

NA: Narrowly applied or not applied. The writer has not applied the criterion in the project.

## Grading

Most broadly, the project will be graded as follows:

Craft Design + Written Account: 70 pts.

Invention portfolio: 20 pts.

Participation: 10 pts.

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**Total:** 100 pts.