The Common Good Project - Guidelines
(Grade Weight: 20% + 5% for Group Presentation)

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Conference Draft: at Team Meeting Time, 11/6 or 11/8 **Team Presentations:** 11/27 or 11/29
Final Draft: 11:59 pm on 11/30

Objectives:
- Apply the course concepts (from *Thank you for Arguing* and other course readings) to create a rhetorically effective (<u>informative</u>, <u>persuasive</u>, and <u>visually</u> appealing) multimodal document.
- Promote a cause related to a public issue and respond to possible criticisms of your position on the issue.
- Examine the ethical consequences of your writing decisions, so as to be responsible citizens (e.g., acknowledging sources, careful use of language—nonsexist, nondiscriminatory, etc).
- Reflect on the writing process and the use of course concepts (the rationale document).

Task: This is a team project that entails creating three documents: a website + either a six-panel brochure OR an approximately 5-minute video (for YouTube, etc) + a rationale statement. All the documents for this project will be created with free builders (such as www.wix.com or www.weebly.com for websites OR MS Word brochure templates or https://screencast-o-matic.com/ or your smartphone or other video-makers). The content of the brochure or video should NOT duplicate your website content; that is, your brochure or video should provide material that complements your website (not just repeats its content). In addition to the media, you will write a rationale statement that you will submit as a separate Word document.
*Please back up your work; prepare and save the verbal content for your website in a Word/Google doc. Losing your content because your computer crashed cannot be accepted as an excuse for a failure to submit this project.

Argument: Your documents (website + brochure or video) together should present an argument to garner support for the ideas and goals of a cause for the common good. The argument should make a rhetorically conscious use of verbal and visuals details, using three classical appeals (e.g., pathos to target your audience's emotions to garner their support for your argument) and at least seven additionally selected rhetorical concepts from the course readings. Your verbal/visual content should utilize at least **ten course concepts**. Your rationale should explain which concepts you have used and how you have used them (e.g., how you have appealed to logic, emotion/pathos, authority/credibility/ethos, or identified certain logical fallacies in others' arguments on the issue that you found problematic and are offering a counter-argument).

Audience: While part of your audience for this project will be your instructor and your classmates as well as the Longwood community, note that websites are public-oriented documents. Identify a specific target audience (e.g., anybody whose awareness you would like to raise through this document, etc) for your argument. Who is the primary audience--the group of people that can use your ideas? Tailor your project to these audiences and take notes on your choices to write about them in the rationale and the Final Exam (Reflective Argument).

Length: The website and the complementary brochure or the video should collectively present minimum 2250 words of verbal content (in your own words; your perspectives supported with legitimate sources from your team's research) and sufficient use of visual content (for visual appeal and to enhance the verbal argument).
-The website is expected to be about five (5) pages, including a separate page for references/sources. All pages must be supported with visuals (optional for the references page).
-The brochure should have a minimum of six panels with substantial verbal content supported with visuals. You can use MS Word's built-in project templates or other free sources for templates online.
-The video can be approximately 5 minutes (or as long as you would like it to be); for the video, the verbal content could include the length of both the written and oral content used in the video script as well as the video description section where you can provide additional written content. You can create the video in any format you want: it can be a short TED-talk style presentation in which team members speak or talk to other people, or a slideshow of visuals where you just provide a voice over presentation of your argument, or another style.

Submission: All project-related documents should be submitted separately at the assignment links on Canvas (if necessary, use the comment box to submit a URL as well): Embed the video in your website if you have created one). Submit the brochure as a separate PDF attachment. For conference/presentation, you don't have to submit a rationale yet. **In your final submission, the rationale statement should include the website URL.**

Quality Matters: The quality matters much more than the quantity in this project. Use only purposeful content. You should make sure to communicate a clear and specific message to raise awareness on a public issue and/or promote a cause and/or solutions for the common good with a clear use of strategies or clear references to course concepts. That said, you can get creative with the content of your multimodal argument project. When in doubt, please contact me during office hours or at gulere@longwood.edu.

Evaluation Criteria (Excellent, Very Good, Good, Poor, Failing)
1. Appropriate Format (pass/fail)
2. Creative/Interesting Title
3. Sufficient Length
4. Clear Audience and Purpose (these should be clear from the documents' introductory sections).
5. Clear Main Argument (should be clear from the documents' introductory sections).
6. Effective Visual Design and Verbal Details that Contribute to the Main Argument
7. Easy-to-Follow Organization
8. Clear, Concise, Grammatically Correct Verbal Content
9. Appropriate Acknowledgement of Sources: Websites should have a devoted page for References. Brochures will include the sources as a brief "Further Resources" section. YouTube videos will list sources in the "description" section of the video.
10. Appropriate Acknowledgement of the Project Authors (Name/Credentials/Brief Bio--What you are studying, specializing in, etc.)