**ENG 295 Introduction to Business and Technical Writing**

**Digital Mixed Media Capstone Project**

**Grade Value: Proposal 50 points; Project and Presentation 200 points**

**Due Dates: 3/6/14 (Proposal) 4/17/2014 (Project)**

We are becoming increasingly invested in and reliant upon **digital** mediums to gather information, complete work, and communicate. The proliferation of social media in our everyday lives has wide-reaching implications for how we live and how we share parts of our lives. It can be said that as digital modes of connection have become extensions of how we live that we are evolving into digital humans. This final project asks you to utilize technology as a tool for business by challenging you to introduce fundamentals of YOUR corporation via the digital mediums. Your project should serve as the showcase from which you communicate your corporation’s brand and its products and/or services

This project allows you to engage one of the primary tools in the contemporary world of business and technology. Consequently, this project will also familiarize you with a growing category of scholarship: the **digital humanities** (DH). DH refers to the study of ideas, concepts, methodologies, etc. via a digital medium. The digital humanities offers more options for sharing research and expressing ideas than traditional papers—and in the business world, the use and mastery of digital mediums is fast becoming a requirement across myriad professions. DH may include elements such as data-mining, statistical data, open-source materials (that may include images and/or videos), social mediums, web portal materials, and websites.

For this assignment, you will compose the latter. You will create a **website** or a **video** that focuses on the corporation that you (and your partners, if you are collaborating) have developed during the course of this semester. Your project must consist of the creation of an **original** **website** or **video** designed as the showcase for your corporation. Your mixed media project should focus on **specific** **information** about your corporation. You must incorporate **visual** materials and **written** text, some of which should show evidence of research (from the reliable web sources as well as print mediums (such as books, journal articles, etc.). For example, if your corporation offers a specific service, you might offer details which demonstrate your awareness of how similar services operate and, if possible, include information about what your approach to this service brings to the field. Here are **guidelines** for the project:

Submit a proposal for this project on **3/6/14 (The proposal is worth 50 points)**

**Digital Multi-media project (the project and presentation can earn you 200 points total)**

* Construct a **digital project** that helps interested viewers/customers/investors understand your corporate brand. Keep in mind that the site or video needs to have a guiding **purpose**—it can be educational in nature and target a certain age group, or it can simply show any viewer a way of interpreting your corporate value through words and images. Understand that your site or video should contain a mixture of **verbal** text (sentences) and **visuals** (images, video, product mock-ups, graphs, statistics, etc.). The site may also include sound bites, and/or a mock interview of a customer or an officer of your corporation, if relevant.
	+ If you create a video, you will need to upload it to **YouTube** at <http://www.youtube.com/>.
	+ If you create a website, you may elect to sign up for a **free** **account** with a **website** **designing** service such as **Wix** at <http://www.wix.com/>, **Google Sites** at <http://www.google.com/sites/help/intl/en/overview.html>, **Wikispaces** at <http://www.wikispaces.com/>, or **Weebly** at <http://www.weebly.com/>. (Feel free to use another service.) These sites offer stunning templates that make web design easy. They allow you to add text, images, videos, pages, etc. simply, and they offer quick tutorials, too. If I can use these sites, you can, too.
	+ You may opt to create a Facebook and/or Twitter/social media presence for your corporation. However, understand that your page must be multi-modal and demonstrate a scholarly attention to research and writing.
* Use primary and secondary **sources** to create the material for the site or video. I must see that you have incorporated sources and where you generated those sources (library, website, journal, a real-world business, service, organization, etc). This is the research portion of your site. Show me that you have looked into your business plan with a focus on facts, statistics, relevant competitor information, logistical analysis, etc. (Note: Images and videos may count as primary sources unless they are scholarly in nature.)
	+ Keep in mind that sources on a topic, such as demographic analysis, product placement, branding (even that of competitors) can help you set up your claims.
	+ Consider using sources to add visual appeal to your site. Think about images and videos that you might add.

* Use **parenthetical** **citations** (if you create a website) to cite sources and any research your use, and include a **Works Cited** somewhere on the site or video with all sources cited correctly according to MLA or APA citation style. Please provide citations for images and videos, too, unless they are your own original content.
* **Publish** (post) your site online, and make sure that all links to pages within the website are active. I must see clear evidence that you created the site. Hence, your **name** and **date** should appear somewhere on the site.
* Provide me with your **web** **address** by sending me a link to your site *before* class begins on the due date.
* Be ready on your presentation day (You **will** be assigned a date) to present your project to the class. If your site or video does not work, you will not get full credit for the assignment! Make sure it is accessible before the final day of class.
* **Upload** the textual content of your website (the text you wrote for the site) to **SafeAssign** before class begins. If you don’t take this step, I will not give you a grade for this project.
	+ For those of you who create **websites**, keep track of your text in a word-processing document. Upload that file (not the site) to SafeAssign.
	+ For those of you who create **videos**, compose your text in a word-processing document. Upload that file (not the site) to SafeAssign.
	+ Upload a link to the site onto the discussion board before you give your capstone presentation.

Your project will be **evaluated** on your ability to satisfy the requirements of this assignment, particularly related to the appearance of your site or video, the strength of your statements, your handling of the material you focus on (the play/playwright), and your use of sources.

**Short on Ideas?**

Your approach to this project will vary based on your interests, business model, and corporate structure. Here are a few ideas that might guide you to a topic:

* Introduction of corporate officers
* Products
* Services
* Target advertising (you can make a commercial via video or a print ad for your site) that you place on your site
* History/context of your idea (products/services
* Competition (or, have you come up with a completely unique idea?)
* Statistical data on any competitors you wish to underscore
* YOUR corporate philosophy
* A press release introducing your corporation
* A press kit (information you are offering to the media with corporate details. These often include a corporate statement, press releases, and any news clippings/awards and product/service highlights