Writing in Digital Environments
Multimodal information campaign

For our final project, you will design and implement a multimodal information campaign that is designed to raise awareness on a topic of your choosing. For our purposes, "multimodal" means delivering the same message across a variety of media.

Your message can be lighthearted or serious, though keep in mind that these items are going to go out into the world. You do not have to have your real identity tied to this project, however – you might want to include these elements in a professional portfolio.

At least one:
- Video, at least 60 seconds (this can be the video you created for our assignment, or a version of it).
- Podcast, at least five minutes.
- Infographic.

Digitally designed print media (choose at least one):
- Poster (designed to be readable when posted on a wall; minimum size 8 1/2" x 11")
- Flyer or brochure (these are designed to be distributed, so they will have more text than above)
- Postcard (must meet USPS requirements for mailing)

Required:
- Proposal (details below)
- Website to serve as the base of your message that hosts and/or links to the various elements you create (can be a free site like Google Sites or Wix)

Project components

1. Proposal that:
- Describes what message or call to action you are delivering to your audience
- Lists the elements of the campaign, and why you have selected each element
- Includes a timeline for completing the project
- Describes the criteria by which the project can be judged successful – this s extra important! You get to weigh in on how your work will be graded!

This is mandatory – you cannot turn in the final project without first turning in a proposal!
Due April 4, worth 5 points.

2. The campaign items, with a brief explanation of how you met your own criteria for a successful project.
Due no later than May 7, worth 25 points.