

# Gestural Mode Project:

## A Microsoft Sway

### Summary

Creators will compose this Sway presentation from their own research into social media, iconography, and emoticons or a similar self-proposed topic. *This project has an associated reflection and a proposal.*

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## Introduction

I intend this short project to help us explore the concepts of the gestural mode and to use those concepts to create a Microsoft Sway. Sway is unique among display platforms because it allows a great many types of media in its construction. Since we know that Gestural media is inextricably linked to the visual but explanations tend toward the linguistic mode, we will need many modes working together to properly discuss the Gestural mode with our audience. This sort of a project, as are most of the others in this course, is based on a Writing About Writing (WAW) principle that says that we can learn both the content and its use at the same time by researching, considering, writing about that content. The topic selection field comprises the following topics:

1. How accessibility works with the Gestural mode
2. Body language and facial expressions in digital media
3. Let me tell you why emoticons and stickers are gestural
4. The history of emoji
5. Cultural differences in gestural communication

## The Learning Objectives

- demonstrating through descriptive composition what the Gestural mode offers, and limits us to
- choosing a selection of Gestural resources and developing a communicative composition with them
- show consideration for the audience and their needs in the Gestural mode of communication
- demonstrate, through composing, understanding of how the audience is affected by Gestural mode
- employ editing, framing, and narration to demonstrate knowledge of the overlap of the visual and Gestural modes

## Deliverables

This Project has four deliverables: A proposal, a Draft, a CRC, and a reflection.

### The Proposal

This deliverable is a crossover between academic and professional writing. The proposal must contain the following headings and corresponding sections. See example in the **Composition Toolbox** module.

Summary  
Introduction- including audience analysis  
Proposed Content  
Schedule and Workflow  
Budget  
Expertise  
References

### Purpose:

Both internal and external proposals are intended for a specific audience. In short the person that can grant permission, funding, materials, and access for you to undertake a project. Proposals also function as an organizer for our rhetorical situation: Rhetor/Purpose, Audience, Text/Topic, Constraints, Exigence. Our proposal for this project will be an informal internal proposal. It should represent proposing an idea to an immediate supervisor that you know fairly well. You may submit this proposal

as a video pitch (MP4), or as a link to a Google doc, a Word document or PDF. It must contain all the sections that the outline suggests.

#### Timing

This phase will be due around a week after its first release in Canvas. See Canvas assignment details for exact dates.

#### Scoring

This deliverable will be evaluated separately using the rubric associated with this class and it carries a five(5) point value and 5% of your final grade. Completing the proposal is necessary to move to the next phase of this project.

### The Draft

#### Purpose

This Draft should be in the form of a story board- this storyboard can take the form of a recorded Prezi, a PowerPoint, a Word or Google Doc or PDF, a recorded screen(MP4). I am fairly open on this but it has to be accessible and

#### Timing

This draft will be submitted about one week after the Proposal was submitted Although Holidays may alter this normal timing. Check Canvas for exact due dates. The Draft will be reviewed by two of your colleagues who will look for errors and for readability, formatting, completeness, and above all clarity. You will use the feedback from those review comments to prepare your final CRC. You will in turn proofread two of your peer' drafts. It is imperative that you return your comments to your peers as quickly as possible.

#### Scoring

This deliverable will be evaluated as complete/incomplete. A mark of Complete is necessary to move to the next phase.

### The CRC Final

The final copy

#### Purpose

This deliverable should be as complete as you can make it. You have received the feedback from your peers and have revised accordingly. This is your show copy, your Camera Ready Copy. Remember though until it leaves the publisher changes can be made . . . they just get more difficult to change as we approach press time. Because perfect is the enemy of done you need to establish a cutoff that allows for editing. You will submit a link to your Sway in the Canvas assignment.

#### Timing

This CRC will be submitted about a week after the Draft was submitted but check Canvas for exact dates.

#### Scoring

**The project is worth 10 points or 10% of the final course grade.**

### Reflection:

Please submit a either written reflection of 300-500 words (or combination of images and words) or a Screen Recording or Vlog-style video(MP4) of 3-5 minutes that explains:

- how your experience in the project went
- how you feel about the result
- How does it use the gestural mode and what does it do with it?
- what you might do differently next time
- what you will take away (specifically concerning the spatial mode of communication)

(Optional) Timetable for you to use in planning your work schedule—you do not have to use this but please, use something to plan and track your progress.

Activity	Start	Complete	Submission	Notes
<i>Proposal</i>				
<i>Draft</i>				
<i>Edit</i>				
<i>Revise</i>				
<i>Feedback</i>				
<i>Rough Draft</i>				
<i>Draft</i>				
<i>Edit</i>				
<i>Revise</i>				
<i>Feedback</i>				
<i>CRC</i>				
<i>Revise</i>				
<i>CRC</i>				

## Other Requirements

Please save all files in this course as:

`[Lastname].assignment.stage.fileextension`

For example my file for the draft would look like:

Robertshaw.[project].draft.docx

And for the final it would look like:

Robertshaw.[project].crc.pdf