



Multimedia & Cultural Capital



The purpose of this project is to look again at your own cultural capital again, but this time to do it visually and aurally. **You are going to create at least THREE counter-narratives for this project that each** take us back to a time and place in your life with words, visual images, music, and artifacts! Examine how your own cultural capital shapes your understandings of self, world, and writing now.... and wherever and whenever possible, you should try to have some fun with this project!

These three narratives must be presented in some kind of audio and visual way that will be shared during class. You could present these narratives as a powerpoint slideshow (if so, please do this as a movie that runs by itself... try to embed videos into the presentation rather than weblink us out.) You could do this as an iMovie. If you have another creative alternative, by all means, see Carmen and pursue that option. You will need to bring your computer and headphones on the project due date and run your presentation from it. *We will have an interactive gallery display on this day of class...Carmen will bring food but please bring your own drink.)*

The Components of the Project

PART I. Your Required Topics

1. You will need at least **one, titled narrative** that portrays an early **CHILDHOOD** memory related to **any aspect of your own cultural capital that you think is critical**. Plan on at least 3-4 slides or story-boards for this.
2. You will need at least **one, titled narrative** that talks about a **recent memory related to any aspect of your own cultural capital that you think is critical**. Plan on at least 3-4 slides or story-boards for this.
3. Another titled narrative **of your own choosing---** from any place or time in your life--- **related to any aspect of your own cultural capital that you think is critical**. Plan on at least 3-4 slides or story-boards for this.
4. Make sure your entire project has one **creative** title (my life, my memories, etc do NOT = creative). Plan on at least 1 slide or story-board for this.

PART II. Including Your Critical Viewpoint

For each of the three narratives, you will also need to show a critical viewpoint: 1) tell/show how this memory impacts you socially or culturally; and 2) tell/show what the larger social message might be. You can go past social, linguistic, aspirational, familial, or navigational capital in this project if you want to. You do not need to just refer to cultural capital now, you can also make up your own terms. Be subtle in how to handle your critical discussion but also be deep, non-cliché-d, and inquisitive.

PART III. Including a Print Presentation

Though a major aspect of this project involves visuals and design, you will also need to incorporate some print/ words. Remember, your movie, presentations, or interactive poster should use excerpted/bulleted words, not full essays. Be creative with your words--- use a diary entry, letter to boy/girlfriend, email, text/ AIM message, book report, newspaper, poem, and anything else that you can think of. *There is no required length, only that you offer three detailed and creative stories about your cultural capital.*

PART IV. Including a Visual Presentation

The visual aspect of these presentations must include ALL of the three following aspects:

- **visually-enhanced words (funky fonts, colors, etc) that make your point**
- **color choices that make your point**
- **images (clip art and/or photos) that tell your story**

PART V. Including an Audio Presentation

Each narrative should have its own sound effect. This can be achieved with a song, your (or someone else's) voice talking, OR a video image. The audio must do what the images do---convey each of your three stories.

PART VI. Using the Element of Time

Because this powerpoint/movie/poster will run on its own, you will need to time out how long each slide or frame should take. You will not be babysitting--- it will run by itself. Timing is also rhetorical here then!

Links Used in Class

“Color Theory” by the Purdue OWL (download from <http://owl.english.purdue.edu/owl/resource/715/01/>)

“Using Fonts with Purpose” (go to <http://owl.english.purdue.edu/owl/resource/705/01/>)