

“Multimedia Storytelling Project”

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“Sounding the Stories of Isla Vista: Archives, Microhistory, and Multimedia Storytelling”

Multimedia Storytelling Project

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The majority of our class will be devoted to a collaborative, multimedia storytelling project, which will be divided into multiple smaller sections. We are going to make things in this class— things you can be proud of; things that matter to you, to me, and to our communities. Making these great things will require us to devote our time and intellectual energies. In the end, your group will compose a multimedia story that explores some new and compelling aspect of the complex place you call home: Isla Vista.

Stage 1: Find the stories

You and your group members will select an IV-related theme that you’d like to explore. Sort through the materials that you find in your research, in your day-to-day lives, and in the UCSB’s official archives. From these primary documents and experiences, what original stories have you discovered? What stories do other students need to know? What stories do you want to share with the world?

Then you will compose a professional proposal that includes 1) a summary of the story you plan to tell, 2) a definition of the media/platforms you plan to use for this project, 3) a definition of the audience, 4) a plan to share your story with your audience, 5) a summary of the key rhetorical strategies you will employ to make your story as effective as possible, and 6) an explanation of why this story deserves our time.

Stage 2: Explore our histories

Both in class and out of class, your group must collect materials to help you tell your story. This collection may include interviews, audio, music, photographs, images, graphs, video, data, and any other physical materials that will help you to tell your story. We will also learn to edit these materials using digital media editing software. In class, you will be introduced to media production software. Our time in class will just be the beginning. You’ll **need** to continue to explore these programs independently in order to complete this project. You can find a lot of resources and tutorials on the resources page.

Stage 3: Compose your story

Each group will compose a multimedia story that integrates audio, images, web design, and written text. The process of researching, composing, and mediating often leads to discoveries or dead ends. That’s cool. Use these experiences to help you redirect and reframe your story.

Depending on your group’s skill set and story, you may also compose this multimedia story as a long-form article, short documentary, podcast, or a website. I’m open to other suggestions based on your group’s needs and skill set.

With your draft, submit a group reflection paper (100+ words) that 1) summarizes your key goals, 2) explains the experience you want the reader to have, and 3) assesses what you think is strong or weak about the current draft.

Stage 4: Recompose

After submitting the draft, you will then have 2 weeks to revise. We will spend one of those weeks reviewing and critiquing your work in class. This is your opportunity to help your classmates to tell great stories. Dr. Fancher will also give each group feedback on their draft and meet with you in class. When you are confident that you have made your best possible work, you will then share your work with your intended audience.

With the final draft, submit an essay that explains your key strategies for composing an original, compelling, and meaningful multimedia story. 1) In this essay, explain your goals for this story: What do you want to reader to know, feel, or experience? 2) Then, explain the specific storytelling choices that you think helped you meet your goals. How did the specific images, audio, videos, or texts help you meet your goals? What editing and revising work did you do to help meet your goals? 3) Assess your success meeting your goals. What do you think is especially effective, and what limitations or challenges did you experience? 4) Finally, for each person in the group, explain what media or writing skills you each worked on developing.

Criteria for Final Multimedia Storytelling project:

Integration of multimedia: purposeful, seamless, and rhetorically effective integration of images, text, audio/video. When evaluating this, I'll be asking: Has the group integrated multiple media forms into this story? If so, have they used all of this media to best tell their story? Do each of the media aspects substantively and meaningfully contribute to the story?

Storytelling: compelling, cohesive storytelling. When evaluating this, I'll be asking: Does the story tell me something new, interesting, or unexpected? Does the story unfold in a way that keeps the reader interested and engaged? Has the group used evidence, examples, and sufficient detail to convince a reader that this story is both accurate as well as important?

Create experience for reader: engaging, interactive experience for readers. In what ways has the group allowed/invited the readers to actively engage with the story? Does the experience encourage the reader to begin reading, keep reading/looking/listening, and continue exploring every aspect of the group's story?

Media Production: creative, polished media production. When evaluating this, I'll be asking: Has the group demonstrated that they have all developed new skills as multimedia writers? Has the group revised and polished the story to the best of their current ability? I will be evaluating each of you based on what new multimedia skills you have developed in the process of creating this project. Given that every one of you

entered this class with different skill sets, I will be evaluating you based on your individual improvement.