**Tags: #MultiModal #Instagram #Hashtag #PopCulture #SocialMedia**

Multimodal Group Project—Narratives of Instagram

Due -----

100 Points

The culminating assignment of our Writing 150 class will be the presentation of a group project on our scheduled final day. This project should build on rhetorical and stylistic concepts that we incorporated into our major writing assignments, as well as demonstrate careful attention to the way visual rhetoric in a digital space operates.

The task of your multimodal project, therefore, is to create an Instagram account that incorporates tasteful design, narrative, and rhetoric to communicate an issue or topic that your group deems important or interesting. Think of this as a rendition of “Humans of New York,” a platform that uses compelling images as well as touching narratives and interviews to convey insight into the lives of average people around the globe. (We will discuss this example, and others, in class.) You can style your account after a variety of themes or issues, but be sure to include either narrative and/or rhetoric to engage your audience in the captions you create. You should also strive to capture aesthetically interesting and provocative photographs to accompany your captions.

You will have class time set aside for your project, however, it will take outside work. Each group member is required to contribute at least two posts with 50-150 word captions on the account. I am unconcerned when you make these posts as long as they maintain a consistent theme and show real quality of work. The finished product is due the day of our final, but please refrain from making all your posts the day before the assignment is due. I expect you to take the time to think about your posts and discuss them with your group. You will submit an expected schedule and basic outline of your account in class, so be prepared.

I realize you may each have your own take on your account theme, but I am looking for a sense of unity between posts and in the captions. While I assume most students have access to a camera phone, you can also check out high-quality, DSLR cameras from the library. The library will happily allow you to check out this equipment, so do not hesitate to consider the library as a legitimate resource. If you do not own a smart phone in order to access the app, you can use the app online at Instagram.com. You will create a group account which you will each have access to in order to post your pictures and captions.

Keep in mind that when you create your account, your account name will be akin to your paper title. It should draw in your audience (In this case, our class, unless you specify otherwise) and compel them to peruse or follow your account.

Examples:

<https://www.instagram.com/pristinecuisine_byu/>

<https://www.instagram.com/socksrocks24/>

You will also need to complete a brief reflection assignment (approximately 500 words) in which you respond to the following questions:

1. Describe the process you used to create your account including planning, practicing and revising.
2. How has the multimodal project enhanced your understanding of visual rhetoric? What have you learned about visual rhetoric in the world around you?
3. How did this assignment compare to the other papers and class assignments?
4. Pretend you can objectively judge the content and appearance of your account. Assign a grade to your project according to the Rubric found on Learning Suite.
5. What did you think of working in your group? (Detail whether each member of your group contributed and collaborated successfully or not).
6. What in this unit was most useful?
7. What in this unit was least useful?
8. Finally, how can what you learned apply to your future college career and your future life?