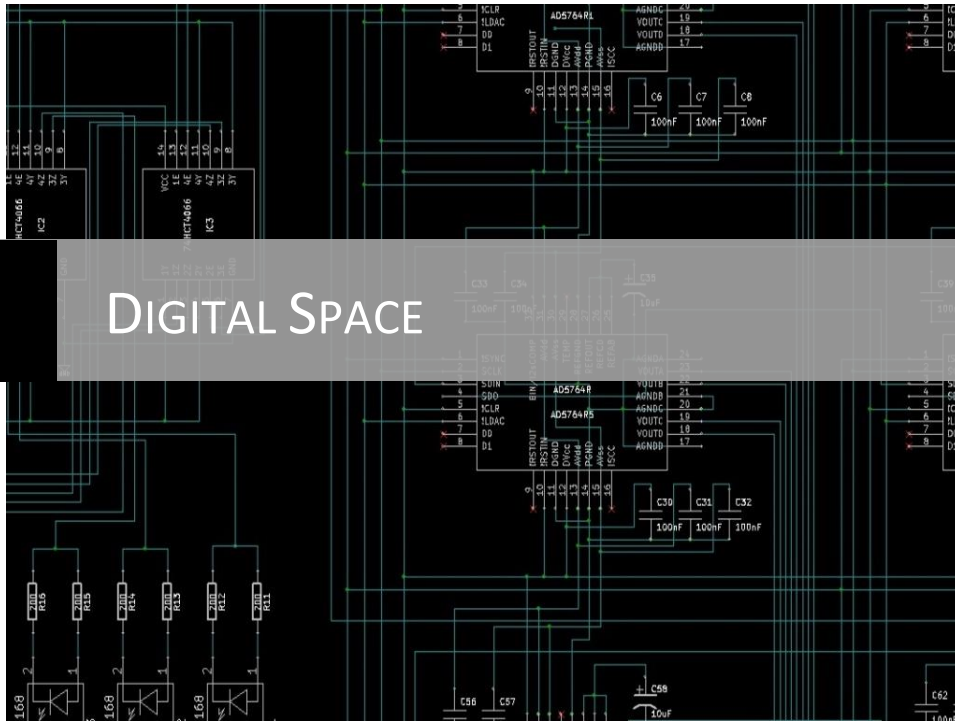


PROJECT
PACKET

DIGITAL SPACE



Project 1

Digital Space

As we embark on our first project, we will be looking at different spaces in digital media, and how these spaces are shaped, formed, and interact with one another. Additionally, we will try to investigate how these spaces creating meaning, and to what extent is this meaning understood. The space in question will rely heavily on visual analysis, rhetoric, and coding; thus the exercise have been designed to help you understand these themes. **For your essay, you will need to choose a digital space and argue how such space uses rhetoric to create meaning, and how such meaning is manifested within a society or within the individual interacting with the space.** Additionally, the exercises are design to help you understand the idea of rhetoric, and also aid you on your quest towards the essay. These projects will be collaborative at times, and other times they will be individual. While collaboration will occur, the essay itself will not be a collaborative project.

Project 1, Exercise 1: Advertisement Spoof (Model + 750 word) _____/25 points

After reading Rushkoff's "A Brand by Any Other Name", select a brand that you identify with. **Create a spoof/model of an advertisement showcasing how the brand uses rhetorical moves to showcase an appeal to a certain audience. Additionally, in 750 words showcase how your spoof/model is responding to the brand and what rhetorical moves is it using to create meaning.** In sense, you are recreating an advertisement for the brand heightening their rhetorical moves or creating a new advertisement that uses rhetoric to pursue the audience. While the persuasion can either be for or against the brand, you must make sure that you understand the brand's message and adapt your rhetorical moves accordingly.

*This exercise is designed to help you understand a rhetorical stance, and also understand how rhetoric is used within visual advertisement.

Project 1, Exercise 2: Websites and brands (1000 word + presentation) _____/25 points

In groups of 2, you will be looking into digital spaces and how such spaces create meaning to an audience. **You and your partner will choose 2 websites and compare and contrast them in order to see how such websites use rhetorical approaches towards their audience, and you will present your finding to the class.** What meaning do we get from these websites, and how does the rhetoric used (visual, written, and/or auditory) create an identity that relates to an audience? You will explain this in a collaborative 1000 word *analysis*

*This exercise is design to help you compare and contrast, and also help you develop analytic skills within a collaborative environment.

Project 1, Exercise 3:

Marketing (1500 word + website, advertisement, and presentation)

_____ /25 points

In groups of 2-4, you will come up with a marketing strategy to sell a product to an audience. While this product is completely fictional, it can draw inspiration for existing products. You are not limited to only clothing or household items; you can create a movie, a new website, a new program, a new fragrance—there is no limit to what you will like to create. **As a group, create a product and also create a website and an advertisement for the product. Additionally, in 1500 collaborative paper, explain how you used rhetorical moves to pursue your audience and to create your website and advertisement.** This should be a product that is geared towards a particular audience, but it should not be exclusive to a certain audience. Also, the advertisement and website should help promote the product.

*This exercise is design to understand how a product creates a space, and how that space is manipulated to create meaning.

Essay (1000 words)

_____/100 points

As a class, we've had the opportunity to see how digital spaces create meaning, and we can see what rhetorical devices are used to pursue a message and ideology that audiences can identify with. In a well-crafted essay, choose a digital space and showcase how that space uses rhetorical devices to create meaning, and how such meaning is manifested within a society or within the individual interacting with the space.

To what extent is your digital space creating an identity to its users, and how is that identity manifesting itself physically?

Essay 3 draft:

_____/50 points

*In Class Peer Review Essay #3

_____/25 points

*Final Draft of Essay #3

_____/100 points

Tentative Schedule

Date	Assignments Due	Readings
1/27		Douglas Rushkoff: A brand by any other name
2/1	P1E1	
2/3		
2/8	P1E2	
2/10		
2/15	P1E3	
2/17	Draft	
2/22	Essay 1	