

Bill Wolff
Writing, Research, and Technology, Spring 2008
Essay 3: Beautiful Evidence and September 11 Reporting
Descriptions about the Three Options

As stated in the assignment sheet, you have three options for composing this final assignment. You can compose it as a traditional frame/case essay as we have been doing throughout the semester. You can compose it as a hypertext essay, which is also called a webtext. Or, you can compose it as a Voicethread.

Traditional Frame/Case Essay

If you choose this option you will compose an essay in the academic, theory-driven format we have discussed all semester. It will, however, be a multimodal text. You will incorporate screenshots of the Interactivs and the article as it appeared in the print version of *The New York Times*, and you will use Tuftean evidentiary techniques (mapping, sparklines, etc.). The rough draft should only include Tufte, not Bolter or Sante. In the final draft, you will bring in Bolter and/or Sante to help complicate and extend your discussion.

You are required to use screen shots (at least 3 large and 5 cropped) of the multimedia presentations and the article as it appeared in the print version of *The New York Times*. The presentation of the screen shots should follow Tufte's ideas on image placement within a text. If you will find it more useful to use a program, like Quark, to create the layout for the essay, that is fine. If so, please turn your essay in as a PDF file (or, if possible, export it to a Word or RTF document).

Decide on Essay Format

Wed, April 16, classtime

Screen Shot Analysis and Tuftean Description

Wed, April 23 by classtime, in openarea in "essay-3-tuftean-description" folder
2 – 3 pages, double spaced, Times New Rowan font size 12, 1" margins

Rough Draft

Wednesday, April 30, by classtime, in openarea in “essay-3-rd” folder
5 – 7 pages, double spaced, Times New Rowan font size 12, 1" margins

Final Draft

Wednesday, May 7 by 6:30pm, in openarea in “essay-3-fd” folder
7 - 10 pages, double spaced, Times New Rowan font size 12, 1" margins

Hypertext/Webtext Version

If you choose the hypertext version, you will compose your essay as if you were writing a hypertext or a scholarly webtext (see, for example, <http://kairos.technorhetoric.net/9.1/binder2.html?coverweb/meeks/index.html>). That is, you will need to think about the essay in terms of how parts are associated and not only in a linear fashion. The essay will still have many of the parts of the frame/case essay we have been writing: thesis, So what?, quotations, etc. In this text, however, you will be able to separate out different pieces, provide links to them from other pages, and even have some side discussions that you might not have been able to include in a traditional piece. What you cannot do is merely copy and paste your essay into HTML-kit and make a web page out of it.

Your text should have 7 - 10 web pages, a navigation bar of some kind, and at minimum 3 hyperlinks per page. So, if there are 10 pages there should be at least 30 hyperlinks. Your text will also include images in the form of screenshots of the Interactivs and the article as it appeared in the print version of *The New York Times*. You can link to a full-screen image if you would like, however there must be a way for the reader to leave that page other than pressing the back button. You can only have 1 of these kinds of pages (or, you can have more, but they are in addition to the page limit). Your text should be linked off your personal home page. The rough draft should only include Tufte, not Bolter or Sante. In the final draft, you will bring in Bolter and/or Sante to help complicate and extend your discussion.

You are required to use screen shots (at least 3 large and 5 cropped) of the Interactivs and the article as it appeared in the print version of *The New York Times*. As far as is possible with hypertext, the presentation of such screen shots should follow Tufte's ideas on image placement within a text.

Decide on Essay Format

Wed, April 16, classtime

Screen Shot Analysis and Tuftean Description

Wed, April 23 by classtime, in openarea in "essay-3-tuftean-description" folder
2 – 3 pages, double spaced, Times New Rowan font size 12, 1" margins

Rough Draft

Wednesday, April 30, by classtime; 5 – 7 html pages and navigation bar
name the first page "essay-3-rd.html" and email the URL to Dr. Wolff

Final Draft

Wednesday, May 7 by 6:30pm; 7 – 10 html pages and navigationbar
name the first page "essay-3-fd.html" and email the URL to Dr. Wolff

Voicethread

First, please notice that the PowerPoint portion of this version of the assignment has been dropped. This is due to time constraints and a feeling that most who choose this option would rather play with Voicethread than waste time with PowerPoint.

This version of the assignment is going to take some creative re-thinking of how to present it. Because images become the focus of the presentation, you are going to need to think quite hard about which screenshots are going to be the most useful for you. You'll also have to become proficient in the doodling functions of the application and will be using Tuftean techniques on the fly, so to speak: mapping, drawing arrows, asking viewers to zoom in, etc. Basically making dynamic everything that is static when on paper.

When composing your Voicethread, you'll need to employ some features of the frame/case essay that we have been using in class: making sure the reader knows the texts and the authors, quotations, a kind of thesis, etc. Think about the assignment as an oral presentation in which you are going to talk the reader through your ideas. The rough draft should only include Tufte, not Bolter or Sante. In the final draft, you will bring in Bolter and/or Sante to help complicate and extend your discussion.

The final version will be between 7:00 and 8:00 minutes, which is equivalent to about 5 full pages of text. There should 10 - 15 of what Voicethread calls pages—essentially different images that structure the presentation. Images will come in the form of screenshots of the Interactivs and the article as it appeared in the print version of *The New York Times*. Tuftean evidentiary techniques need to be employed on at least half of the pages.

Decide on Essay Format

Wed, April 16, classtime

Screen Shot Analysis and Tuftean Description

Wed, April 23 by classtime, in openarea in "essay-3-tuftean-description" folder
2 – 3 pages, double spaced, Times New Rowan font size 12, 1" margins

Rough Draft

Wednesday, April 30, by classtime; 3 – 5 minutes, detailed storyboard, and transcript
email the URL to Dr. Wolff via the share feature and embed on your web page

Final Draft

Wednesday, May 7 by 6:30pm; 7:00 – 8:00 minutes, detailed storyboard, and transcript
email the URL to Dr. Wolff via the share feature and embed on your web page