Digital Mapping Multimodal Project

For this assignment, you will do the following:

- Select a local public issue related to the Atlanta metro area, (it could be related to your blog topic, but it doesn't have to be)
- Choose a series of (approximately 3 to 5) local public (or counter-public) locations you will visit, observe, and publish writing about "on location" via mobile technologies, and
- Compose a multimodal text in the form of a digital map published on Google maps that rhetorically represents your findings and stance as an argument for social change.

Public Locations / Public Arguments

Choosing your locations may help you define your issue, or vice versa—you might decide on your issue and then think about which locations would allow you to explore and exemplify your issue best. Be strategic in choosing your locations—think about how individually or together they will help you communicate your message. Ideally you would choose a series of three locations that are related in some way, whether it's three examples of the same genre (e.g., three walls with graffiti) or whether the locations when combined work together to support your argument (e.g., a soup kitchen, a homeless shelter, and a public health center). Below are a few ideas to get you thinking, but this list is certainly not exhaustive nor is it meant to limit your ideas.

- Subversive spaces that may be off the "beaten path," unmapped, or unknown
- Art installations, murals, public street art, graffiti (legal or illegal)
- Parks or green spaces
- Political locations, protests, or rallies
- Community or non-profit organizations, social justice issues
- Public transportation
- Public events, readings, or vigils

This assignment is purposefully open-ended and meant to challenge you to think outside the box, so be creative and push the boundaries. You could choose locations that are part of your everyday life or ones that are unfamiliar to you. Keep in mind that you will need to be able to visit your locations. You could successfully complete this project, though, without leaving the bounds of GSU's campus, so don't feel like you must choose locations that are far away or that cost money.

Multimodality

Mapping is increasingly important to what we mean by "digital writing and publishing." Thus, we will use the spatial mode and the medium of mapping to ground your multimodal project and give you experience with the technology behind Google Maps. You will drop pins at your locations and then create content that will display or be linked from those pins.

In addition to the spatial mode, your multimodal project should combine at least two other of the modes identified by the New London Group: linguistic, visual, aural, and/or gestural. The digital, multimodal components of this project will help you communicate your argument, and you will have flexibility with what you ultimately produce. However, your multimodal content must include the following:

- At least one image (still picture or moving video) of each of your locations that has been taken by you, and
- Some form of written or spoken text composed by you.

In other words, while you may splice together already existing content (with attribution by citing your sources!), I do expect you to create some new content yourself as well.

Purpose & Audience

Remember that your ultimate purpose is to create a multimodal text (a map) that makes an argument. This means you will want to use your multimodal text as a digitized space that complements, complicates, or extends the physical, public places.

You will identify your target audience for this project, though I expect your audience will likely be somewhat local in focus given the requirement of a local public issue and local public locations. However, because your maps will be public and searchable by anyone on the World Wide Web, you should keep in mind the possibility of a broader public audience, and I encourage you to share your final maps with friends and family, peers and teachers.

Citing Sources

By this point in the semester, you should know that you must give credit to any content that you did not entirely create yourself; that means if you use a clip from a song that's not yours or use an image or photo you didn't take/create, you need to cite it. There is no requirement for you to incorporate outside research, but, you may find that outside references are necessary to support your claims and present yourself as a credible authority. Because you are not writing in an academic genre, you do not have to use MLA or APA citation style. Instead,1) provide enough information so readers can find the source themselves, and 2) use a citation style that is credible within the context of the genre you've chosen to produce. This might mean using endnotes or footnotes, including a list of citations at the end or on a separate page of your multimodal text, and/or providing hyperlinks to sources.

Digital Publishing & Submission

You will make your Google map public, and you will embed it on your blog, which I will check to evaluate your work. All multimodal components of your project must be live, online, and linked from your Google map by the due date.