

# Visual Narrative Group Project

## Assignment Description

Proposal/design plan due in class Sept. 3<sup>rd</sup>  
Presentations and justification due Sept. 15<sup>th</sup>

### Purpose

We live in a visual culture and, as Berger says, are immersed in “visual language.” This assignment will emphasize the significant role images play in new media work. The rhetorical power and subjective interpretation of images will become apparent as you choose images to create a narrative without words. The reason for doing this project in groups is to emphasize the subjectivity and need to collaboratively see the visual message; it will lessen the possibility of having a narrative that only makes sense to one person based on their personal reaction or connection to an image or series of images. You will also gain experience with various software and composing for an electronic medium.

### Method

First of all, this is a GROUP project, and I must emphasize the importance of participation and attendance during this unit of the course. I have put you into groups based on regular attendance and technical experience in an attempt to establish a more even work load. Since most of the group work will be done in class, I will be well-aware of who is contributing. The project will have three steps:

1. As a group, you will decide what sort of narrative (this can also take the form of a rhetorical argument if you wish) you want to tell, what software you will use to tell it, and how you will get there. This will include a story-board/outline and design plan. This might also include splitting the work up individually or planning to meet outside of class after a cohesive plan is made. This will be explained to me in class on Sept. 3<sup>rd</sup> and will count as your project proposal/design plan.
2. You will work as a group in and outside of class to compose your new media visual narrative. This can take many aesthetic forms, so you are not limited to a visual slideshow. You could create a collage (or moving collage), a comic strip-type narrative, a series of images that change position, context, color, etc. You can use drawings, artwork, photographs, etc. Be creative.
3. Your group will present your completed and polished project to the class beginning Sept. 15<sup>th</sup> and a discussion of the effectiveness of your message will follow. Then your group will discuss its format, design, and image choices and justify these choices in expressing this particular narrative. You will also turn in a **short individual reflective memo** which evaluates your effectiveness as a group and any obstacles you may have encountered during the process.

### Audience

Your instructor and your classmates. Someone you want to share your message with, particularly someone who does not share your background or experience.

### Length & Format

As you may know, it is difficult to count pages when composing or evaluating electronic work. The visual narrative itself should take approximately 5 minutes of class presentation time. There is also no image count, but remember the message becomes more concrete with a series of images or by juxtaposing them (if you do a collage-type narrative this will count as more than one image). It must be an electronic project composed for the computer medium and projected onto the screen during the presentation. The reflective memo should be one page or less. This project is 10% of your overall grade. You will be evaluated as a group, but there may be circumstances where group members receive individual grades.