**Research Remix: Final Video Project**

For this project you’re asked to reframe and rethink your research project for a new audience, purpose, and form—all of your choosing. It will challenge you both creatively and rhetorically, as you work to create a rethought version of your work in a new medium.

**Genre/Medium**

Your research paper was a fairly traditional writing project. For this project, I’d like you to take all of the work you did within that paper, and remix it into something new. You can choose just about any media genre you’d like. To help with brainstorming, below are some possible forms/genres:

* A podcast episode
* A video (this might be informational, documentary-style, satire, a Public Service Announcement, or any other sub-genre that you’d like to prefer)
* A website
* A “quiz” or self-assessment with an informative answer key
* A script of some kind
* A workbook or set of worksheets
* An op-ed for your former H.S. newspaper, local newspaper, or a national news outlet
* A comic
* A children’s book
* An app (or a plan for an app!)
* A “think piece” targeted for a particular publication
* A social media account
* A game
* A Ted-like talk
* Any other form of media you can think of and justify to Prof. M.

**Target Audience**  
In your research project, you were asked to conduct original research and present your findings and argument to a group of scholars interested in higher education. Your target audience for *this* project must be different. How you determine your audience will largely depend on your specific research project. The questions is really: **Who can *use* the work that you have done**? Possible audiences might include high school students making decisions about college, faculty, administrators, college students at a community college or an elite private institution, Congress, felons, or any other audience you think could use, in some capacity, the writing, research, and thinking you’ve performed.

**Purpose**

Your goals for this project will largely depend on your original argument, your new audience, and your chosen medium. Maybe it’s to influence high school students to make particular decisions about their future education or to inform them about a particular and nuanced phenomenon in higher education they might encounter. You might be trying to persuade Congress on a particular bill related to higher education, or work to spark change within GW. Whatever your goal(s), they should be clear from the start.

**Remix Deliverables**

For the remix, you will submit three documents:

1. **Two-page remix proposal –** In this brief document, you’ll propose to me your project, audience, and purposes. In doing so:
   1. You’ll explain why your project in particular lends itself to this medium and audience, and why you think the project is worthwhile.
   2. You’ll also consider the constraints and opportunities of the genre you’ve chosen for the remix. Specifically, you’ll find and analyze three models of the genre/medium you are proposing. In doing so, you should answer some or all of the following questions: What can you learn about the genre from these models? Who are the audiences of these models? What are they trying to accomplish? What other contextual information is useful? What rhetorical moves do these models employ? What qualities do these models share? What makes a “good” version of this genre (podcast/website/op-ed/etc.)? Identify the major features of these models. This might include, among other characteristics, length, visuals or lack thereof, stylistic and linguistic choice.
   3. Your proposal should also include technical details: proposed length or word-count, or any other technical details that will help me to understand what you hope to put together for this project. (For instance, “The proposed podcast will be 7-10 minutes in length, and will include a mix of my scripted speaking, interview excerpts, and overlayed music.” or “This social media campaign will take the form of a Twitter feed, and will include 25-35 tweets aimed at my audience, as well as a short bio.”) You should also note the form you will submit the remix in. (PDF? MP4? Web link? Etc.)
   4. Finally, your proposal should consider how we should define “success” for such a project. (“How are we going to grade this thing?!”)
2. **The Remix –** in whatever form we’ve agreed upon from your proposal.
3. **A reflection –** In this narrative writing, I ask that you reflect (practice metacognition!) on the remix process. I’m leaving this prompt fairly open, but you should particularly consider the creative and rhetorical aspects of your experience—meaning, how did this project take shape for the particular audience, form, and purpose, and how did you handle the creative work involved in this project?

**Technology and Other Resources**  
You are welcome to be as high-tech or low-tech as you’d like. If you’re a great video editor—fab! We’d love to see what you can do. If you’re not, I welcome lots of low-tech project ideas. This project isn’t about the technology—it’s about the rhetorical situation, and taking the opportunity to think about how arguments shift and demand critical thought as we remediate for new audiences and purposes.

Some resources:

* You have access to Lynda.com training through GW (LinkedIn Learning). You’ll find tutorials on everything you can imagine related to this project.
* There’s more information about resources at GW [here](https://academiccommons.gwu.edu/academic-software-and-technology).
* A nice collection of sample student made multi-media projects can be found at the undergraduate journal [Jump+](https://jumpplus.net/).
* A [brief overview](https://creativecommons.org/about/videos/creative-commons-kiwi/) of finding, using, and attributing various Creative Commons licensed content.
* You can find some great ways to find Creative Commons content [here](https://creativecommons.org/about/program-areas/education-oer/education-oer-resources/). [And even more here](https://guides.lib.umich.edu/creativecommons/searching)!

The list above is not exhaustive, of course. You can and should look outside of this list. You may choose to use whatever technology you’d like for this project. I’m here as support and as a guide, but not as your technology expert.