Instructions for the Multimodal Canvas Page

The Basics

Students will design a Canvas page to share what they have learned about non-U.S. perspectives and arguments on a global issue of their choice. I will provide a blank Canvas page for each student to work with. The page should look as professional as possible. "Multimodal composition" refers to a piece of communication that involves multiple modes (like visual, verbal/aural, written, etc.) that work together to create meaning. Therefore, **your multimodal Canvas page should incorporate some text, a relevant video, <u>at least</u> three images, and <u>at least</u> four relevant hyperlinks**.

You should have fun with this assignment—it's your chance to show off all the work you've done so far as part of the Arguments on Global Issues Project. Your page should share your argument breakdown (using the Toulmin model) as well as key points from your reflection. You will draw on the research you used in your annotated bibliography, as well, to support your ideas and statements.

Part of designing your Canvas page is deciding what purpose you want it to serve <u>and</u> who your intended audience is. Both considerations are important. You will need to provide a clear and detailed explanation of your focus, purpose, and intended audience for your Canvas page design in the Multimodal Canvas Page Assignment. We'll discuss audience and purpose more in class….

We will also review how to create Canvas pages and how to appropriately find and cite images and videos together in class.

When it comes to page design, you should consider the following:

1. the visual & emotional impact of certain color choices;
2. the readability of font types, colors, and sizes;
3. the balance between repeating elements (which creates a sense of unity in the ad) and contrasting elements (which creates emphasis -- the contrasting element stands out more); and
4. the role of alignment, proximity, and white space in visual design.

For more information on design principles, watch Msu Tism's YouTube video; although she's discussing web design specifically, her points and examples still illustrate the key design principles that apply to your own assignment:

https://www.youtube.com/watch?v=AEt4wAllxAc&feature=youtu.be

The Details

- **Your final Canvas page is due _____.** You won't need to submit your actual Canvas page since it will already be located within Canvas but your work will be evaluated based on what I see at that point. You should, however, go to the assignment in Canvas and submit a brief explanation of your intended purpose and audience.
- This assignment is worth 150 points (15% of your overall grade in the course by the end of the term).
- Be careful to respect copyright if you're finding images online. If you're not using your own images, consider using a Creative Commons search to find only images that the creators have labeled for re-use (meaning, they're giving their permission for you to use them). Notice that the box for "use for commercial purposes" is automatically checked in the Creative Commons search; you may un-check that box to broaden your search results since you're using the images for educational purposes. If you use an image that is not your own, acknowledge the source with a hyperlink to the original source of the image (like I did with the image on the Home page of this course). You do <u>not</u> need to create a MLA works cited page for this assignment. Simply indicate where credit is due.
- A grading rubric will be used for this assignment; you may view it by clicking here to open the file [link will be provided in the Canvas course].
- Finally, please note that you do not need to include your name anywhere in the page itself; your name will be part of the title to the Canvas page.

Any questions? Consider asking them in class so all students can benefit from hearing the answers!