

ENGL101.05 BOT OR NOT: TECHNOLOGY, IDENTITY, AUTONOMY

Emily Sherwood, Fall 2015

DIGITAL ESSAY: I AM CYBORG

Over the next month, you will create a digital essay. Each component of the essay will be addressed in class, including the technological competencies you will need in order to complete the assignment. Your digital essay should be approximately 2 minutes long (or about one double-spaced typed page). That means your argument will need to be concise.

You are accustomed to reading texts critically; you've done so your entire educational career. You are less critical when listening to and viewing a work, as made apparent in our discussions of the visual works we've watched this semester. And yet we are no longer a text-based culture; we are a visual culture. This digital essay assignment will help you develop your ability to think critically about multi-modal work by understanding how image and sound help impact our experience. In making choices to strengthen your written/spoken argument through visual and audio media, you will begin to understand how others use such stimuli in order to impact your experience and understanding.

The source for your digital essay will be your in-class writing on why you are a Cyborg. You are expected to re-write your draft to develop specific points or focus your argument. Please keep in mind that these essays will be shared in-class. I encourage you to think critically and personally about how your identity is shaped by a variety of technologies, organic and inorganic materials, and networks. How is your identity an amalgamation of your experiences and influences up to this point? Many of you focused on technology you use in your every day life, food, medicine, your social networks. These are all good things and you're welcome to select one or two elements and really expand your analysis of how they make you a cyborg. You may also be more eclectic in your approach, discussing a range of influences that help craft your identity.

If you have any questions, feel free to ask them in class, contact me by e-mail at egs008@bucknell.edu, or stop by my office hours (M 3:00–3:45p and Th 3:30–5:00p Bertrand 318). If you need to arrange another time for us to meet, please email me so we can set up an appointment.

Brianna Derr is our instructional technologist specializing in video. You can reach her by email at bh022@bucknell.edu. Multi-media consultants staff the video lab (Bertrand 018) Sunday thru Thursday from 3:00pm–11:00pm; you are welcome to drop-in and ask them questions about audio or video editing.

Important Due Dates:

10/14: Introduction to Digital Essay

10/16: Image Workshop

10/21: Audio Booth Workshop / Text to Script Workshop (meet in the Digital Scholarship Center, Bertrand 123, the first door on left when you walk in the library)

10/26: No class: work on Digital Essay Narration

10/28: **Edited Narration Draft Due** / Peer Review Workshop

10/30: Storyboard Workshop (bring collected images with you to class)

11/4: Final Cut Workshop (meet in the Video Lab, Bertrand 018)

11/13: **Draft of Digital Essay Due** / Peer Review Workshop

11/20: **Final Digital Essay Due**

ENGL 101.05 DIGITAL ESSAY RUBRIC

Please upload your final essay to mediaspace.bucknell.edu and the Chanel “ENGL10105 Final Digital Essay.”
<https://mediaspace.bucknell.edu/channel/channelid/37140751>

I will evaluate your digital essays according to the five criteria below. These five criteria are an effort to help you see the elements that go into making a digital essay an effective one. I will rate each of the criteria on a scale of 1–6, 6 being high. The score that results from this rating will then translate into a letter grade as follows:

29–30	A	21–22	B-	13–14	D+
27–28	A-	19–20	C+	11–12	D
25–26	B+	17–18	C	9–10	D-
23–24	B	15–16	C-	0–8	F

Responsiveness: Your digital essay must respond appropriately to the assignment. It must show that you have understood that the assignment asks you to think critically and personally about how your identity is shaped by a variety of technologies, organic and inorganic materials, and networks. Please keep in mind that while you are welcome to be creative in your approach to the subject, “I am Cyborg,” you are expected to present a cohesive narrative, regardless if your essay takes a creative approach or is a more traditional essay.

Thesis: Does your digital essay have a clear conceptual argument, narrative thread, or thesis, to it? Is that thesis/claim/narrative specific and clear to your viewers? Do your visuals and audio further your thesis or detract from it? Are there any moments where it is difficult to understand the point being made? If so, is it the argument, audio, visuals, or a combination that need work?

Audio: Is your narration clear? Is your pacing appropriate for the argument you are making in your essay? Do you take necessary pauses? Conversely, are there places where the breaks are too long? Are there any glitches or spots where it is difficult to understand the audio? Does your narration adequately tell your story or unpack the ideas stated in your thesis? Is there purpose behind your use of other audio elements? Do you adjust the levels for your various audio tracts, as needed? Are the audio transitions gradual or are there any unintentional abrupt shifts? Do the sound effects or a style of music complement the essay or detract from it?

Visuals: Do your visuals help tell the story/thesis/claim of your narration? Do *all* visuals included further your point, whether directly or metaphorically? Have you included visuals with high enough resolution so that they are clear and legible? Or are any of your visuals pixelated and blurry? How is the balance between narration and visuals? Do you have enough visuals to adequately tell the story/make your argument? Do any of your visuals detract from the overall concept?

Presentation: How well have you edited your essay? Are the transitions clear? Do the effects you’ve included further your argument and complement the overall theme of your essay or are they distracting? Have you included the title of your essay and your name in the video (preferably in the opening title sequence or closing credits)? Do you have credits at the end where you list your sources? Have you thanked Brianna Derr in the credits (i.e., Thanks to: Brianna Derr) and anyone else who has helped you with the production of your essay? Do you feel confident in the presentation that this essay could be shared publicly?