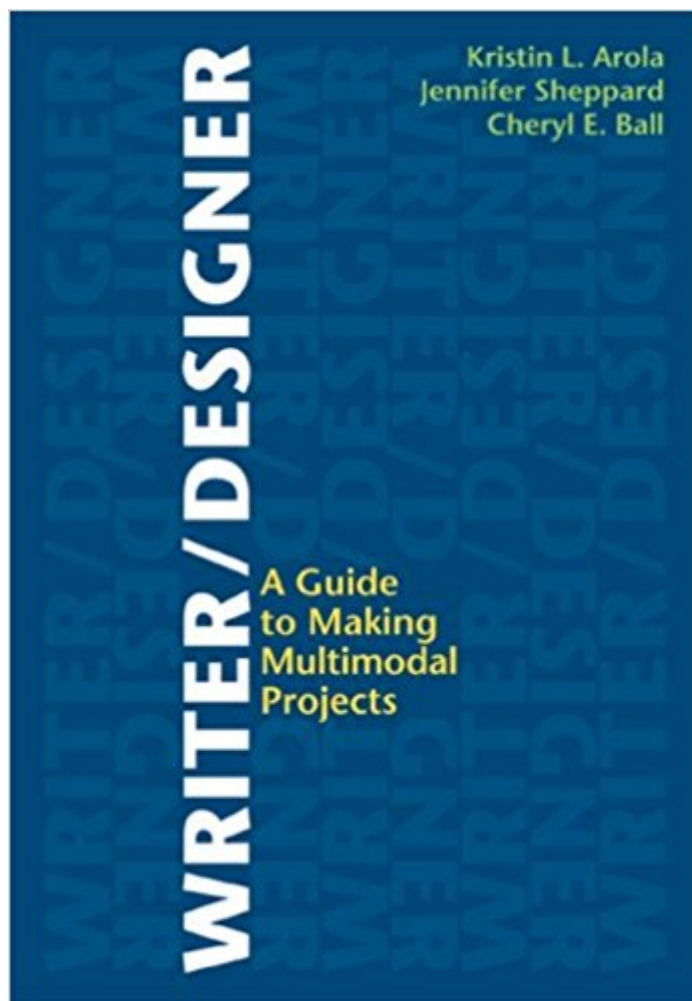


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Writer/Designer: A Guide To Making Multimodal Projects



Synopsis

Creating multimodal projects can seem daunting, but *Writer/Designer* streamlines the multimodal composing process and makes it manageable for students. Designed to work in any college course, this brief, accessible book is here to help students whether they are creating a poster, a webtext, an animated video, or any other kind of text. *Write/Design* assignments guide students through the process of researching the right genre for their project, finding the tools to work with different media, drafting with mockups and storyboards, and presenting their final projects to the world. Online examples, tutorials, and activities in e-Pages take advantage of what the Web can do, showcasing real multimodal compositions from both students and professionals.

Book Information

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Customer Reviews

Kristin L. Arola is an Associate Professor of Rhetoric, Composition, and Technology at Washington State University, where she directs the Digital Technology and Culture program. Her work brings together composition theory, digital rhetoric, and American Indian rhetorics so as to understand digital composing practices within larger social and cultural contexts. Her most recent book, *Composing (Media) = Composing (Embodiment)* [with Anne Frances Wysocki, Utah State UP, 2012] is an edited collection that explores how the media we produce and consume embody us in a two-way process. She is also the co-editor of the third edition of *CrossTalk in Comp Theory: A Reader* [with Victor Villanueva, NCTE, 2011]. Her work has appeared in *Computers and Composition*, *Harlot: A Revealing Look at the Arts of Persuasion*, and the *Journal of Literacy and Technology*. She resides in Pullman, WA, with her amazing husband and charming dog. Jennifer Sheppard is an Associate Professor of Rhetoric and Professional Communication at New Mexico

If you want to teach your students how to create 21st century documents, you can trust that this text comes from some of the best minds in the field of multi-modal composition.

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