

## English 1102

## Project 4: Woolf Apps

Fall 2013

**Rough Draft Due: Friday 11/15 for in class peer review.**

**Final Draft Due: Monday 11/25.**

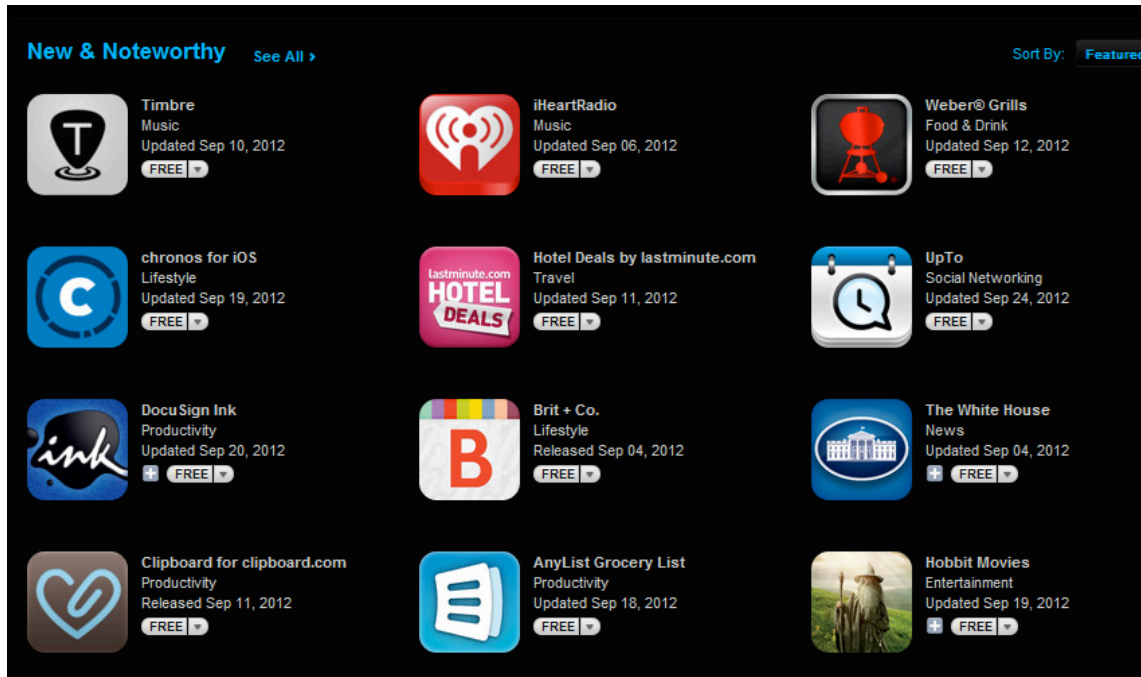
Students will each design an application (app) for an iPhone, iPad, tablet, or computer that will enable readers to better understand Woolf's novels. The app could complement the novel, envision a scene, provide historical context, address a character, provide an interpretation, create a dinner menu, reenact a scene, guide a walking tour, annotate a passage, engage Woolf's language, Bloomsbury Art, fashion, the sound of Woolf's prose, the spaces Woolf's characters inhabit, the arguments Woolf makes, or shed light on an allusion or historical event to which the text refers. Apps should use the iPhone or iPad's features, such as internet capability, user contributions, access to forms of social media (such as Twitter), use of a camera, sound, images, or GPS. Students will include a cover image for their app (see the image from iTunes below) and at least two images demonstrating their app's features.



Students will submit a **250-word rationale** addressing why they designed their app as they did, how it sheds light on the experience of reading Woolf, how it would work, who would use it, and how it demonstrates multimodal synergy. **Your rationale must be a Microsoft Word document** including the cover image and two images of how your app would work. You can use [Jing](#) to capture screenshots. Students are welcome to submit multimedia with their apps and include recordings that they make using such applications as [Jing](#) or [Audacity](#) or videos.

Students may design their apps using such programs as Power Point, [Wix](#), [Weebly](#), [Prezi](#), Photoshop, Microsoft Publisher, or Microsoft Word. If you use a website, make sure that it is not available to the public. In addition to the images in your rationale, you can also include a link or send an invitation to the instructor to see your app. If you would like, you can also include a pdf of your app design (for instance if using Microsoft publisher, Photoshop, or an application to which the viewer might not have access). Students can also sketch images by hand and photograph or scan them to submit them with their rationales.

One example of an app developed at Georgia Tech is the [GT911 safety app](#). An example of a recent literary analysis app is [Textal](#).



In preparation for this assignment, you should examine the appearance and functions of apps that you use. If you do not own an iPhone or iPad, borrow one from a friend or classmate to examine the apps' features. You can also find descriptions of apps from [the iTunes store's website](#) and from the store on the free iTunes application. You should also consider the appearance and function of your app on different devices.

The rough and final drafts of your rationales should be typed in 12 point, Times New Roman font, and demonstrate correct use of MLA style. You must upload your rationales to T-Square at least thirty minutes before class on the dates indicated above. If your file is too large for the assignments link, you might also use the Dropbox application on T-Square.

Your rationale must include a list of works cited including all sources you have consulted, including webpages, and the sources of your images.

### Assessment Rubric

Project 4 is worth 20% of your course grade.

Scale	1: Basic	2: Beginning	3: Developing	4: Competent	5: Mature	6: Exemplary
<b>Rhetorical Awareness</b> Response to the situation/assignment, considering elements	Ignores two or more aspects of the situation and thus does not fulfill the task	Ignores at least one aspect of the situation and thus	Attempts to respond to all aspects of the situation, but the attempt is	Addresses the situation in a complete but	Addresses the situation completely, with unexpected	Addresses the situation in a complete, sophisticated

such as purpose, audience, register, and context		compromises effectiveness	insufficient or inappropriate	perfunctory or predictable way	insight	manner that could advance professional discourse on the topic
<b>Content and Support</b> argument, evidence, and analysis	Involves an unspecified or confusing argument; lacks appropriate evidence	Makes an overly general argument; has weak or contradictory evidence	Lacks a unified argument; lacks significance (“so what?”); lacks sufficient analysis	Offers a unified, significant, and common position with predictable evidence and analysis	Offers a unified, distinct position with compelling evidence and analysis	Offers an inventive, expert-like position with precise and convincing evidence and analysis
<b>Organization</b> structure and coherence, including elements such as introductions and conclusions as well as logical connections within and among paragraphs (or other meaningful chunks)	Lacks unity in constituent parts (such as paragraphs); fails to create coherence among constituent parts	Uses insufficient unifying statements (e.g., thesis statements, topic sentences, headings, or forecasting statements); uses few effective connections (e.g., transitions, match cuts, and hyperlinks)	Uses some effective unifying claims, but a few are unclear; makes connections weakly or inconsistently, as when claims appear as random lists or when paragraphs’ topics lack explicit ties to the thesis	States unifying claims with supporting points that relate clearly to the overall argument and employs an effective but mechanical scheme	Asserts and sustains a claim that develops progressively and adapts typical organizational schemes for the context, achieving substantive coherence	Asserts a sophisticated claim by incorporating diverse perspectives that are organized to achieve maximum coherence and momentum
<b>Conventions</b> expectations for grammar, mechanics, style, citation, and genre	Involves errors that risk making the overall message distorted or incomprehensible	Involves a major pattern of errors	Involves some distracting errors	Meets expectations, with minor errors	Exceeds expectations in a virtually flawless manner	Manipulates expectations in ways that advance the argument
<b>Design for Medium (App)</b> features that use affordances to enhance factors such	Lacks the features necessary for the genre; neglects significant	Omits some important features; involves distracting	Uses features that support with argument, but some match	Supports the argument with features that are generally	Promotes engagement and supports the argument with features	Persuades with careful, seamless integration of features and

s comprehensibility nd usability	affordances, such as linking on the web; uses features that conflict with or ignore the argument	inconsistencies in features (e.g., type and headings); uses features that don't support argument	imprecisely with content; involves minor omissions or inconsistencies	suited to genre and content	that efficiently use affordances	content and with innovative use of affordances
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