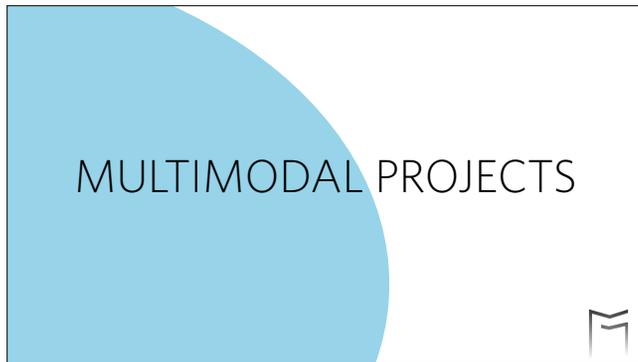


0:00 - 0:15	Introduction
0:15 - 1:31	Defining your Purpose
1:31 - 2:04	Multimodal Forms
2:04 - 2:30	Knowing Your Audience
2:30 - 3:07	Planning
3:07 - 4:36	Content
4:36 - 6:15	Form
6:15 - 6:25	Chronology
6:25 - 6:41	Layout and Arrangement
6:41 - 7:16	Interactivity



0:00 - 0:15

Welcome to the Multimodal Projects Guide. The following videos will take you through important questions to ask yourself when making a multimodal project, ways to plan, make decisions, and communicate using multimodal media forms.



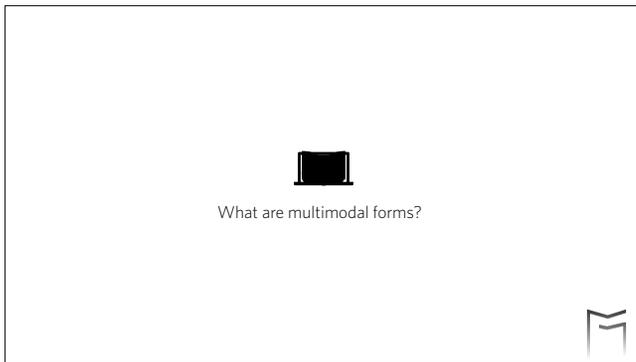
0:15 - 1:04

The first step to making any multimodal project is to carefully consider the overall purpose of what you are making. Define the goals of your project in order to reveal your purpose and what you wish to accomplish. I suggest you write down your purpose in precise, achievable and practical language by answering these questions. 1) **What do you want to convey?** This is not only in material, ideas or information, but also the mood that wish to construct, 2) **Why is it important?** Knowing this will help give your project conviction and clarity, 3) **What do you want the outcome to be?** How do you want your audience to feel and what do you want them to do after experiencing your project?



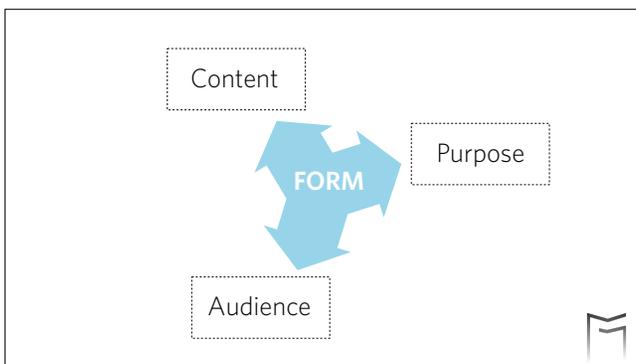
1:04 - 1:31

Clarifying your purpose will help you make decisions in the designing and making process. Write down and re-visit your answers to these questions throughout the process so that you never lose sight of the purpose! Your purpose is a compass by which you navigate making your project. If you are looking for inspiration of what multimodal projects can offer, we advise you to view the “purpose” and “literacy” videos that are a part of this resource.



1:31 - 1:53

One of the most important decisions you will make about your project is what form it will take. Multimodality looks at how people can connect beyond writing, but also through speaking, visual forms, gesture, and so on. A digital multimodal project may take the form of a video, a podcast, a book, a web-site, a game, an image, and so on.



1:53 - 2:04

The decision you make about the form of your project is a negotiation between the purpose of the project, the content you need to hold, and the specific audience you are speaking to.

Know your

AUDIENCE

Who are you speaking to?



2:04 - 2:30

Engaging with your audience is the ultimate purpose of your work. Therefore, you need to know who they are so that you can make an accurate decision as to what to include, how to include it, what tone of communication it should take, and what form suits your project purpose best. This resource includes a video about how to make decisions informed by an audience, and we recommend that you take a look at it.

Start

PLANNING

What resources do you need to make it happen?



2:30 - 3:07

The next thing you need to do is write out a plan. 1) What images, data, or resources do you need to make it happen? What will you need to gather or create? 2) What time investment is needed to realize the components of the project? To ensure you complete the most important elements, you should ask yourself how much time you need for each component. Mark items vital to your project as “must haves” and other ideas as “if time permits”, then 3) Create an action plan to execute the project.

Research, gather and organize

CONTENT

What do you need to include?



3:07 - 3:50

When thinking about the content to include, it should be informed by your purpose; what do you need to include to deliver your purpose? A multimodal presentation means that you need to think about different types of content, you are using other stimuli to deliver the information, in combination with your research to achieve best results to communicate your ideas. There is a popular acronym you should refer to as you work on your project: KISS, which stands for “keep it simple silly”. Keep reminding yourself of this mantra, include only what informs your purpose as anything extraneous will be distracting and may actually hurt, rather than help, your project.

Collect content, data, and other materials

- Text
- Images
- Graphs
- Sound
- Video
- Animation
- Etc

Critically Analyzing and Organizing



*remember to consider usage rights!



3:50 - 4:36

Content can come in a variety of forms such as; text, photos, illustrations and graphs, audio or video interviews, polls, animations, and much more. After gathering the most important elements, you also need to think of ways that the different media forms will inform each other. How will you use the power of image or sound to support a certain idea, or to intensify your intentions? You need to critically analyze and organize your material so that it can inform how you share and present your research and ideas. Remember, just as with quoted text in an essay, with images you need to make sure that the usage rights allow you to use them, and when required you are citing materials.

Finding your

FORM

Making and shaping your multimodal project



4:36 - 5:05

Form is the visual structure, shape, configuration and presentation of a project. It is the particular way in which a thing exists or appears; how it manifests itself. Making decisions about form is the 'making' part of the process. Once you know your audience, content, purpose and outcome, you need to find the best form to communicate your ideas. Decisions on form will be different depending on what structural elements make up the work.



5:05 - 5:50

For example, formal elements of a video work might include; duration, scenes, characters, dialogue, pacing and rhythm in particular to working with time-based media, and having to negotiate a chronology in the work such as in a video or animation. Navigation, scrolling, headings, menus and other clickable areas are all specific concerns when making interactive projects. Juxtaposition of images and text in an arrangement and particular orientation, considering colour relationships and font choices within a frame are geared towards two dimensional compositions. However you would also use compositional elements to creating a frame of a scene in a video.

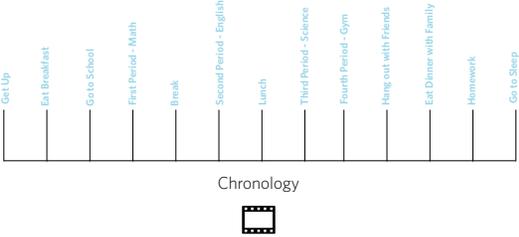


Visual Design of Image



5:50 - 6:15

To expand your knowledge on how formal design choices can help you to relay information in a specific way to your viewer, please view the appropriate videos in this resource that relates to the kind of project you are making. If you are recording your own video or still images, or sound, you will find the “pointing a camera”, “lighting”, “visual design” and “sound” videos in this resource very helpful.



Chronology



6:15 - 6:25

As well, you may want to review the “chronology” video to her you make decisions about how you will deliver information over time, and how it works with your purpose.



Colour & Shade
Type
Composition



6:25 - 6:41

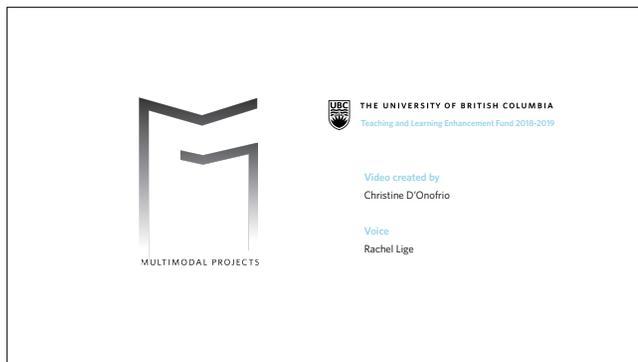
If you are using graphics for press, presentation, or desktop publishing formats, or designing for a user interface, you may want to view videos in this resource that will help you with colour and shade, typography, and composition.



6:41 - 7:16

And finally, multimodal projects with interactive components encourages a viewer to be actively engaged with the content, therefore you will be interested in adding many different media components, in that case all of the videos may be relevant! But I would like to highlight the “web-site” video, which includes information about decisions involved in putting a web-site together.

After outlining your purpose, getting to know your audience, organizing the content you need to include, and making decisions about your form, you are now ready to build your multimodal project.



We wish you luck and fun in your multimodal endeavours!