

0:00 - 1:15	Introduction
1:15 - 2:23	Rethinking Forms
2:23 - 3:01	Types of Multimodal Forms
3:01 - 3:55	Ways to Engage with Material
3:55 - 4:36	Emotional Connection
4:36 - 5:31	Clarity
5:31 - 6:09	Engagement
6:09 - 6:48	Sharing
6:48 - 7:24	Personal Growth



Why multimodality?



0:00 - 0:26

In today's digital information society, knowledge and communication are pervasively carried out through new media forms. Our ability to receive information through media formats has been heightened, and we are more aware of how meaning is made through a combination of intellectual and emotional sensitivities. In this video we will understand more about why we should work in multimodal ways.

Intellect
Rational
Structure
Information

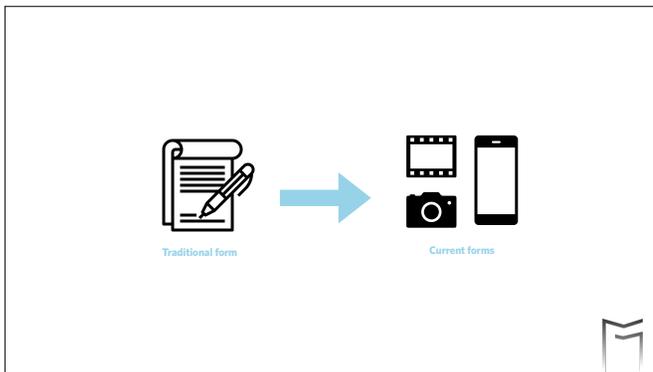
Affect
Artistic
Feeling
Intuition



0:26 - 1:15

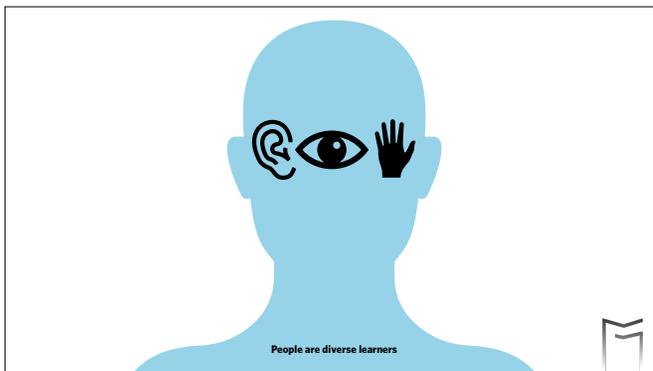
Multimodality can speak on multiple levels, and produce powerful effects. To be a successful multimodal maker, we need to think about how all details of our project communicate with an audience at both a cognitive as well as a sensorial level. We must be aware, and accountable to how our work can effect, provoke, or inform a viewer on an emotional or psychological level, as well as an intellectual one. Because multimodality communicates on many levels, it informs how a viewer receives, interprets, and acts upon certain ideas. Multimodal creativity produces meaning,

therefore a successful project critically develops an idea both intellectually and artistically.



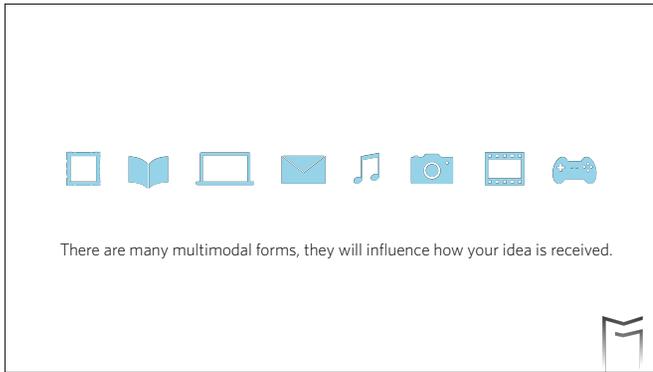
1:15 - 1:57

With so many accessible digital forms available today, multimodality asks us to rethink ways to communicate and reach different audiences. The widely used essay format is sometimes an irrelevant, or outdated form of communication for certain audiences. It would be helpful to communicate our research to other audiences, and acknowledge that it is a responsibility of the academic to share. We can also be reflective of the ways in which we learn, understand, and make meaning - how we interact with one another through different multimodal forms, and how we get our



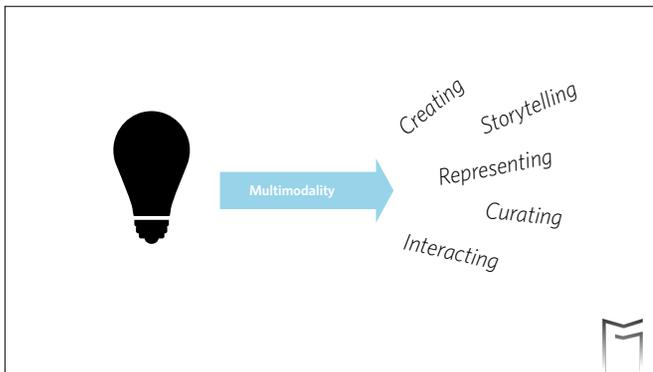
1:57 - 2:23

Delivering a multimodal project offers a variety of ways to create a dynamic output. People learn through seeing, hearing, interacting, experiencing, and so on. By choosing an appropriate form, you will be able to add value to a viewer's experience by giving them space to enter in and interpret meanings of your ideas in a creative and thoughtful manner.



2:23 - 3:01

Any idea or story needs a form to deliver itself in. In today's multifaceted digital world, we have access to creating and sharing many diverse multimodal forms, such as; video, audio, gaming, interactive web-sites, images, and so on. Choosing an appropriate form will deliver a message to a viewer in a thoughtful and relevant way. As a result, your viewer will be able to access and understand your message or ideas clearly. The form you deliver your message will affect how your audience processes it.



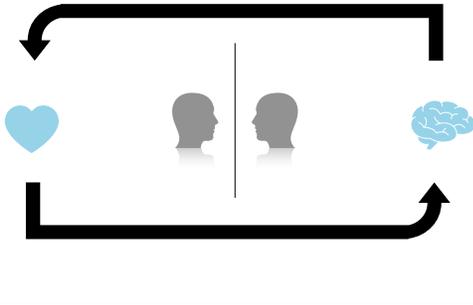
3:01 - 3:55

When making a multimodal project, you engage with material in a different way than you would when writing an essay. You will gain new insight about your research as you explain, activate, and communicate about it in a different form. This active creative engagement can include the following: figuring out ways to represent accurately, engaging with the dynamics of creating, figuring out how an audience will interact with your ideas, or setting up a mood by telling a story, assembling and curating information in an informative and provocative way. The process of making will influence your own understanding of the material, because conveying your ideas in different modalities will influence how you negotiate your research.

Emotional Connection

3:55 - 4:06

Along with knowledge, our emotions play a crucial role in how we understand the world around us - they influence our everyday ability to evaluate, reflect, and make decisions.



4:06 - 4:34

Viewers are impacted as they engage with a multimodal format, for example - storytelling. This allows you to connect at a deeper, more emotional level. It helps a viewer empathize by understanding another perspective, improves memory retention, and helps a viewer reflect and connect on their own related experiences. Humans have been telling stories for thousands of years to pass down knowledge, culture, and histories.

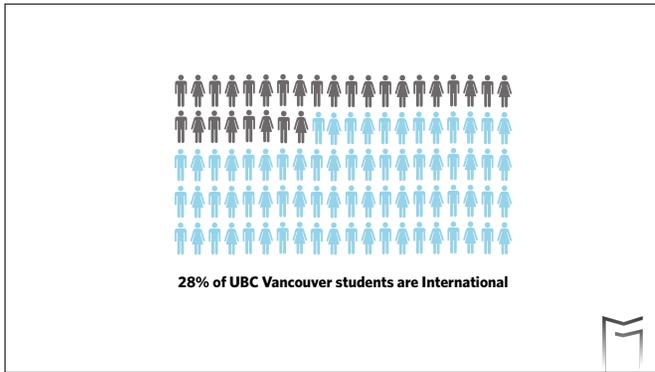
Clarity

4:34 - 4:47

A successful multimodal project uses clear visuals to help a viewer grasp information or complicated ideas, in a succinct and poignant manner.

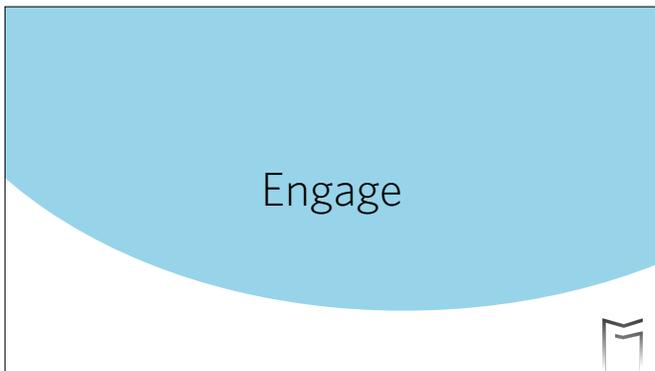
4:47 - 5:31

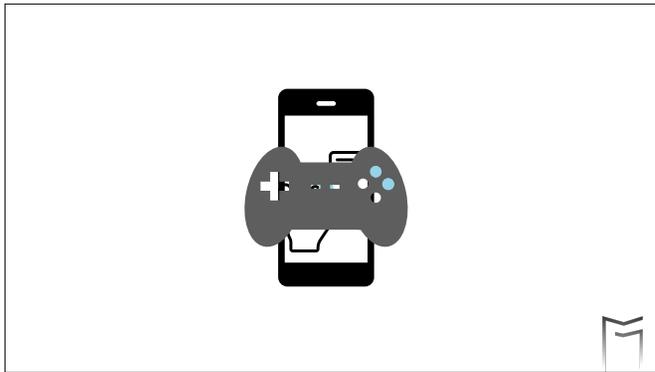
Engaging with design, colour, symbols, and imagery has many benefits, and has been proven to help a viewer remember, empathize, comprehend and relate to the information. It can also stimulate connections to emotions that engage an audience on a deeper level. This example shows how to use image and design to visualize data can communicate information quickly, so that a viewer can evaluate the information in a more demonstrative way. For instance, notice how quickly your eyes interpret the relationship between the two shades, and how your perception changes as you relate to the images of bodies in the icon, to those of your peers around you at the University.



5:31 - 5:41

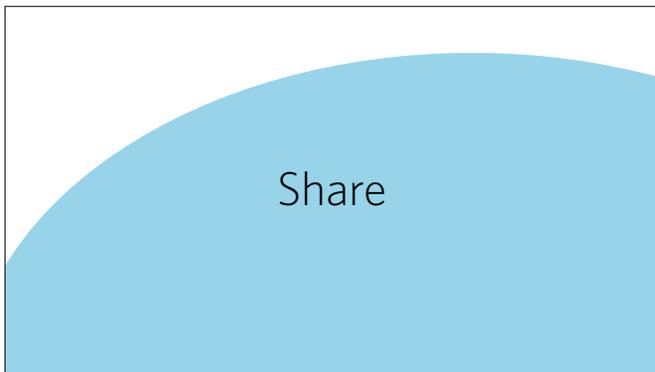
Another exciting element of multimodality is that it can engage with a viewer with interaction and gamification.





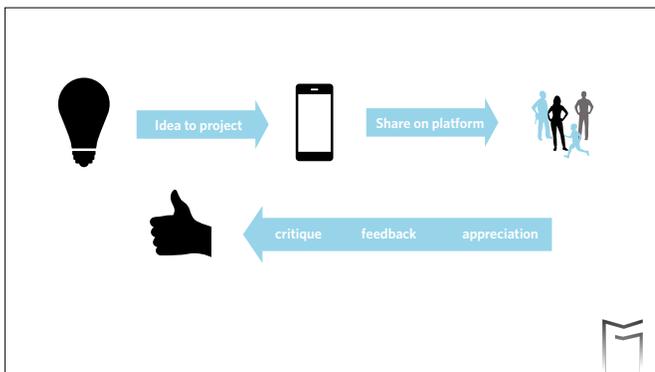
5:41 - 6:09

Multimodality can transform a topic into a fun and interactive moment that allows for a more personalized experience for a viewer. Their input can direct, shift and shape their journey through information. Since interactive projects require effort, and active engagement, viewers will gain a sense of contribution and connectedness to your work. Other interactive forms could include social media and interactive streaming.



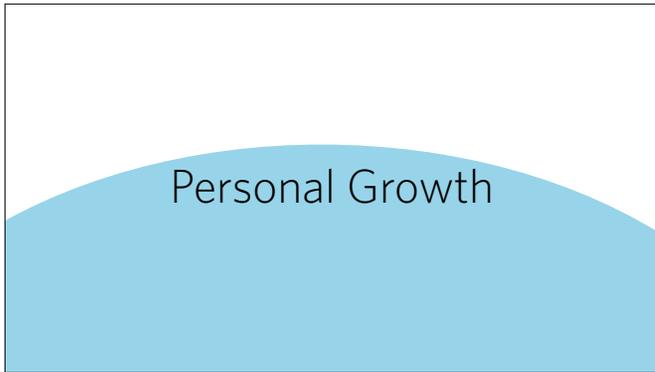
6:09 - 6:19

Another rewarding element of multimodal projects is that when your project is complete you can share it with the world!



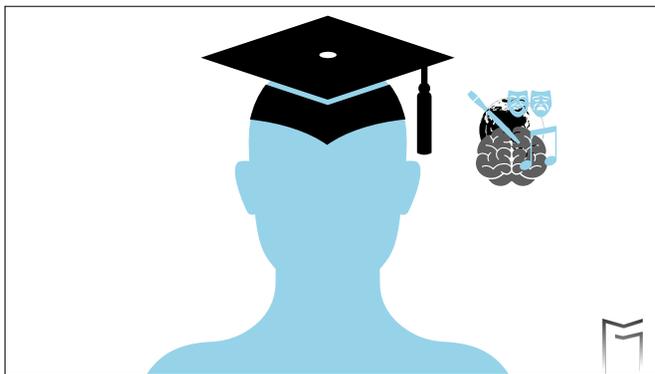
6:19 - 6:48

Pursing a multimodal project gives you options on how you can share your ideas. Posting your project on a social platform will reach a larger audience, and allow others to react, share an opinion, and respond. The instant feedback you get from your peers can be gratifying, as well as beneficial for your growth. You can take the feedback you receive to reflect and revise, and your project should inspire, influence, and provoke thought.



6:48 - 6:54

Lastly, pursuing a multimodal project helps stimulate personal growth.



6:54 - 7:24

Engaging in alternative forms will challenge you to come out of your comfort zone, and work your creative mind. You will grow your capacity to engage with the materials in an alternative form and expand your skillset. Creativity breaks patterns and lets you see things in a new and different way. Being adaptable and able to shift and grow will also serve you in other applications of your academic life, and prepare you for the real world.

