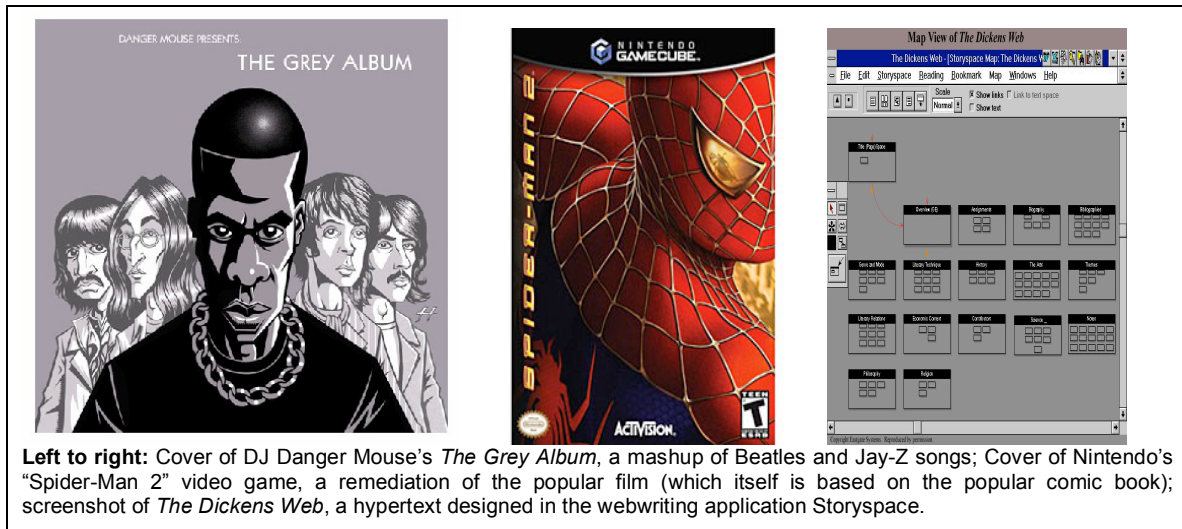


FINAL PROJECT—DIGITAL REMEDIATION



This final project will be based on Bolter and Grusin's theory of **remediation**, the idea that media forms refashion and reshape one another as they interact over time. Occasionally, remediation occurs around specific texts: Baz Luhrmann's cinematic interpretation of Shakespeare's *Romeo and Juliet* or my own hand-painted portrait of Donkey Kong (also, see the examples above). For this project, you will translate a text of your choosing from a "legacy" medium (print, painting, photography) into a new media format. In doing so, you should ask yourself:

- ◆ Why am I choosing this particular text to remediate (in other words, what is its cultural relevance)?
- ◆ How does my remediation contribute to the understanding of the source text (or, how does it interpret the original)?

For example, how might you turn a classic film like Hitchcock's *Psycho* into an interactive digital video that highlights the director's trademark cinematic techniques? How would you design a video game where the characters from *The Simpsons* meet the characters from *South Park* and which also communicates the different approaches each show takes with social satire? Could you direct or edit a music video for Billie Holiday's famous song on racism, "Strange Fruit," that visually underscores the horrors of lynching in the Jim Crow South? For this final project, you have a great deal of freedom in choosing your subject matter, but we will have to negotiate the parameters in a face-to-face conference. Some proposals may be too ambitious for a quarter-long course (for example, a feature-length Flash animation of your favorite graphic novel), so we may have to pare it back a bit.

Along with the completed project, you are asked to submit a two-page designer's rationale. The purpose of this short written statement is to give you a chance to explain the reasoning behind the creation of your remediated text. Your designer's rationale should demonstrate to me that you have been thinking critically about the **rhetorical effect** of your remediated text. In other words, why did you make the choices you did in designing your text, from large-scale issues such as your choice of medium to more specific elements such as your use of a particular color scheme or soundtrack? What reactions or effects did you hope to elicit from your audience? Were you successful? Given world and time enough, how might you revise this project?

In-Progress Presentations: Last Week of Class (sign-up sheet posted on WebCT)

Final Due Date: December 10, by 5 p.m.