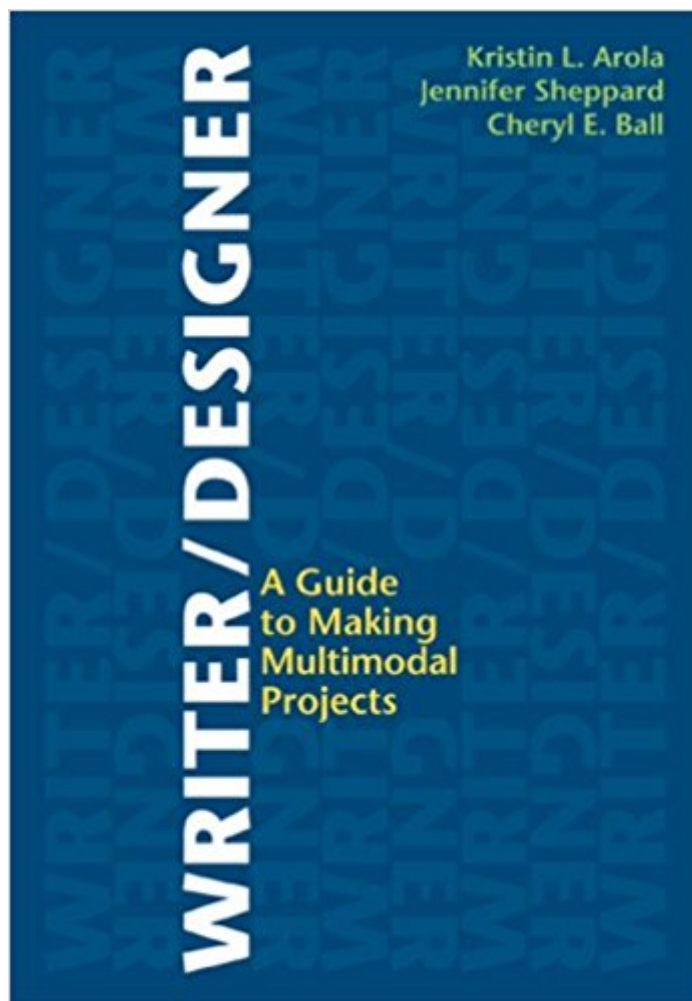


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Writer/Designer: A Guide To Making Multimodal Projects



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

State University, where she directs the Design Center, a space supporting students hands-on development of communication projects for clients. She regularly teaches courses in document design, multimedia theory and production, technical and professional communication, and online pedagogy. Her research interests include new media, information design, professional communication and pedagogy for face-to-face and online instruction. She has published on these issues in Computers and Composition, the Journal of Literacy and Technology, and several edited collections, including Designing Texts: Teaching Visual Communication and RAW: Reading and Writing New Media. She lives in Las Cruces, NM with her partner and their very busy toddler, Eli.

There is no student access code in the back of the Kindle version of this book. Even though it's being sold by the publisher of the book through (Macmillan Higher Education), they don't provide an online access code in the Kindle version. I'm emailing customer support currently to get the code. When I told them I didn't have an access they wrote back and said "You will need to contact the vendor from whom you purchased your textbook to verify whether or not you should receive an access code as we do not directly deal with access codes purchased from a third-party source." I then responded letting them know that they ARE the third-party source selling through Amazon for Kindle. Hopefully they reconcile the issue or respond with an access code. Otherwise, your option is to pay \$20 to get access to their site for the e-book AND online access.

This book is pretty slow and dry, but it is very educational and in an interesting format. I had to buy it for English. It came to my in decent condition on time.

The book itself is very helpful, easy to follow instructions and guidelines for the multimodal projects.

5.0 out of 5 stars
A very helpful book

Insightful; helpful.

Informative

The listing was for the incorrect book. Actually the teachers edition of the book I really needed. I had to return it and rent the book from the college last minute.

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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