

## CM220 Unit 9 Assignment

For this Assignment, you will use technology and the writing skills you have learned thus far to transform your Unit 8 argument into a digital media presentation appropriate for sharing outside of the classroom environment.

Develop a slide presentation or video that is designed to have a strong impact on the audience by revising the draft you shared in this week's Discussion. Your digital media presentation is not necessarily testing your design skills, though you should certainly try to practice the design suggestions provided in the WC resources. More importantly, you are practicing your composition skills by applying persuasive strategies in a new context with visual media. You will demonstrate visual rhetoric skills by combining text and images to compel your audience to recognize the importance of your argument for change.

The digital media presentation should have the following characteristics:

- A clear argument for change in your community (the one you have been writing about throughout the course)
- Designed with a specific audience in mind in order to motivate your viewers to take action or change how they think about the topic
- Slide presentation or video format (contact your instructor for prior approval if you have a different idea for your digital media presentation)
- Contains at least 8–10 slides (slide presentation, not including the title and references slide) or lasts approximately 45 seconds to 1 minute (video)
- Research from at least four reliable sources to support the main message, including graphics. These can be sources from previous units.
- Minimally, two information-oriented visuals like a chart, diagram, or infographic (e.g., photo, table, diagram, chart, etc.) to represent key information in your argument.
- Relevant clip art, stock photos, and design templates that are visually engaging and reinforce the overall theme of the presentation.
- Research and visuals are cited in APA citation format, both in-text and on a References slide or in a separate Word document. You need to quote material taken directly from a source. The same standards for documenting sources apply to a presentation that apply to an essay.
  - Note: Do not use the “Notes” section for citation or adding details to help the audience understand. The presentation needs to be clear based on what the audience can see and “Notes” are meant only for the speaker. Your instructor will not review the “Notes” section if you use PowerPoint.
  - Images that require attribution should have an APA formatted in-text citation and APA formatted reference entry. Please provide the website

logo with images that are freely available so that your instructor knows they do not require an APA reference entry.

Noted below are the specific requirements for this unit's Assignment:

- Title page/slide with the presentation title, your name, and course information
- PowerPoints must be submitted in .ppt or .pptx format. Turnitin can't read .pptm files or Keynote files.
- If you are submitting a video, Vimeo®, PowToon, Prezi, etc., please submit a separate Word document with the title page, references page, a link to the presentation, and the text for your presentation
  - Be sure to copy the link to the presentation from the "Share" option rather than the top of your browser.
- References to sources, including graphics, are cited in APA 6th Edition style both in-text and on a separate References slide

See the following WC resources for further guidance on APA manuscript formatting and APA citation formatting:

- WC: "[Common Citations in APA Format](#) "
- WC: "[APA Citations Tutorial](#)"
- WC: "[APA Formatting in PowerPoint](#)"
- APA Style Central: "[Reference Elements](#)"
- PGWC: [APA Reference Page Checklist](#)

### **Sample Assignment**

Review a [sample Unit 9 Assignment](#).

### **Assignment Rubric**

Review the [Assignment Rubric](#) for more information about your instructor will assess your Assignment.

### **Submitting your Assignment:**

Put your Assignment in a Word document. Save it in a location on your computer and with a name that you will remember. When you are ready to submit it, click on "Assignments" at the top of the page and complete the steps below:

- Select the **Unit 9 Assignment Dropbox**
- Review the Assignment directions and enter a brief note to the instructor in the Comment Box (like "Attached is my sample assignment for Unit 4.")
- Select the Add a File button.
- Select the upload button. Find the file you saved.

- Double click on your file name.
- Select the Add button.
- Select Submit.

To view your graded work, come back to the Dropbox or go to the Gradebook after your instructor has evaluated it.