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Final Project:
Essay and Presentation Component

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Description: 8-10 pages, plus a separate MLA-formatted Works Cited page
               Multimodal artifact of your choosing
Sources: Your primary text, 2 peer reviewed articles from outside of class, 1-2 primary sources
               from class, 2 secondary sources from class, and any other sources important to the
               exploration of the topic.
Total Points:

               Essay: 300
               Multimodal text: 100
Due Dates:

               Rough draft (3 copies): Thursday, April 11th
               Final draft of multimodal text: Tuesday, April 23rd
               Final draft of essay: Thursday, April 25th

Assignment:
Find a primary text that reflects an interesting idea or concept around fashion. This could be a
clothing item, a costume in a film, an article, etc. Design a question about this text. Use this question
to explore the larger significance of the primary text. Bring in sources from class and from your own
research to develop a conversation about the implications of the primary text.
Next, create a multimodal response to further explore the question about fashion/style that you've
generated based on the primary text. Use it to further reflect on the rhetorical relationship between the
text and its audience. Think of this component as a visual representation of the ideas you explore in
your essay.

Grading Criteria:
1. Does the essay have an expository thesis that responds to a question about fashion/style generated
by the test object? Does it present an insightful interpretation of the primary text's representation of
an issue in fashion?
2. Does the essay incorporate appropriate sources to support, complicate, and extend the thesis? Does
the essay present a conversation among the sources about an issue in fashion?
3. Does the essay analyze specific details from the primary text (which is used to generate the inquiry
question) and sources in order to develop the thesis?
4. Does the Essay exhibit coherence through a logical flow of ideas and the use of well-developed
paragraphs, transitions, attributive tags, and strong verbs? Does it adhere to MLA format and citation
standards and contain few, if any, grammatical, spelling, or punctuation errors?