

Project 1: Circulation Map

Basics

Choose an artifact (e.g. a word, a phrase, a meme, a song, an image, an event, etc.) that has been circulated. Track the circulation of the artifact and analyze how its meaning, or even the artifact itself, has changed as it has circulated through different environments. Present this analysis digitally in the form of a map.

Context and Overview

Your assignment for this project is to explain how an artifact that has circulated through different digital and print environments has been affected by its path (or paths) through different genres, media, audiences, environments, and so on. You can discuss the ways that the meaning of the artifact has changed or even the ways that the artifact itself has been changed. The purpose of this assignment is to help you understand what circulation is and how it works. At the same time, you'll be looking at some of our other key terms like audience, purpose, medium, genre, and ecologies. You'll also gain some experience composing in and with digital technologies.

Logistics

- Select an artifact to track. This can be basically anything, but you'll want to focus on digital texts and/or texts that have been circulating through digital environments.
- Discover as much as you can about your artifact's circulatory history. You'll want to find out who created it, what they intended it to mean, what its purpose was, who the audience was, what the genre was, and where it started circulating. You'll then want to look into how and where it's been circulated, and ask the same questions for these new iterations of the text.
- Narrow your focus down to three iterations of the artifact, or three stages in its circulatory history, and focus your attention there. You'll want to make sure you can find enough information about the aforementioned questions, and then you'll want to focus more specifically on how those analytical questions posted above have changed, and *why* they've been changed.
- Select a medium, genre, and design for a map that showcases your artifact and its circulation in a way that you feel is appropriate. Because of the multimodal and interactive qualities to these maps, this project cannot be fully realized as a traditional academic essay. Consider your viewing public or audience and channel this imagined audience to guide your rhetorical choices. Anything is fair game as long as the map completes its purpose: illustrating the artifact's circulation and explaining how that circulation has altered the meaning of the artifact or the artifact itself.

- Integrate your research into your map. You'll want to make sure that the claims you're making are supported by the research you've done.
- Write a Statement of Goals and Choices (~750 words) that attends specifically to your rhetorical choices when creating your map. Explain the factors involved in your choices: What genre did you choose? Why did you choose your particular medium/platform/genre? What decisions did you make and why? What other texts did you draw upon for inspiration and why? Consider this document as a way to help me read and understand the context surrounding your product.