

Kickstarter Assignment

Purpose and Goals

Through this project, you will **hone the description skills** that you have been developing this semester and further **develop the argumentative skills** that you learned in earlier composition courses. Your group is trying to crowd-fund a product or project and will create 1) a **video**, 2) a **description**, 3) **an exploded diagram**, and 4) **rewards** for participants which are needed for a *Kickstarter* listing.

1) Through your video, you will **show prospective supporters your product**, **introduce the inventor(s)** of your product, **explain why they should donate** money to help support your idea, and **describe the rewards** that supporters will receive. 2) The description section will **provide information** about the product's origins, design, and production and your goals for the product in the future. 3) Your diagram will **show and label the components** of your product. 4) Your rewards section will **describe at least five levels** of rewards that supporters will get for donating different amounts of money. You should make the reward relevant to your product and describe it in a way that appeals to the target audience identified in your proposal.

Requirements

Length: You will create 1) a **3-5 minute video**, 2) a **1000-1250 word discussion** of the product and your goals for it, 3) an **exploded diagram** of your product, and 4) descriptions of at least **5 rewards totaling 800+ words**.

Primary & Secondary Sources: You will combine static and moving images with sound to create your video. You can create these yourself (Primary) or use media that is available through reliable sources (Secondary).

Citation: You will want to give credit for any information you do not have the rights to, including images, sounds, and videos. You should include a screen with your attributions at the end of your video.

Audience: Your audience is the crowd-funding community.

Medium: You will compile the various components of this project on the *Kickstarter* template provided at [URL to be added]. You should use basic HTML markup and the tools provided to format your submission. (See the Resources section on *Scholar* for tutorials.)

Draft Due Date: August 7th 2015 by Midnight

Tips and suggestions

- ❖ Return to the successful and unfunded model *Kickstarter* pages that are included in our course tutorials and the videos about creating successful crowdfunding campaigns throughout your writing process.
- ❖ Your rewards should be reasonable and rhetorically effective. This means you don't have to actually produce them, but you want to choose things that would be feasible based on both time and money if this were real.
- ❖ See our class *Scholar* page for a list of resources to help you compose rhetorically effective videos.
- ❖ You can visit the Writing Center (Newman Library, 2nd Floor) to have a consultant conference with you about this assignment. (You can go in to brainstorm, with a finished draft, or at any point in between.)

Assessment- Kickstarter Assignment

Content (50%): Your *Kickstarter* page should include a brief 3-5-minute video, a discussion of the product and the inventors' goals, an exploded diagram of the product, and at least five funding rewards. This document should be written with the general public in mind, using a professional tone while also being persuasive. Furthermore, your video should include information about the inventors, an argument to encourage funding the project, and descriptions of some of the rewards that funders can expect at various levels. In addition to the sections described here and on the front, you have the option of including a "Risks" section to help your prospective funders understand the challenges you may face creating your product.

Note: While these documents (video, description, exploded diagram, and reward descriptions) should be created in a professional and thought-out manner, keep in mind that I do not expect them to look like they were created by "professionals," people who make these things for a living.

Organization and Format (15%): You are expected to use organization and formatting to draw attention to important parts of your *Kickstarter* page. Much of the page formatting is decided for you, but you still have to choose what order you are going to present information in, whether or not you are going to use headings or subheading in your description, and when to use bullets or basic text formatting.

Grammar/Mechanics & Vocabulary (25%): Your texts (including videos and images) should be free of grammatical and mechanical mistakes and contain vocabulary appropriate to a general (but often educated) audience. This may require explaining a very technical term or providing an example. Especially when money is at risk, poor proofreading and overly informal language could cause confusion, distract from your message, and lead to a negative outcome.

Draft Submission (10%): You are expected to submit each major assignment as a draft. This draft should meet the minimum requirements for the assignment, but you will have the opportunity to revise this assignment based on instructor feedback.