

## **YouTube Project with SEO (SEO Section in Bold)**

This semester, we have been studying writing by writing about writing. Thus far, your work has resulted in a literacy narrative, a fact-checking essay, and a genre analysis.

In this final project, you will develop your own multimodal representation of one of your previous essays. Specifically, you will make a video to serve the particular needs of an audience that you will specify. We have already begun to do this work by considering how and why your forthcoming videos might appear in your audience's search results.

To produce this project, you will be asked to draw on multiple modes (linguistic, visual, aural, spatial, and gestural) to create your video representation of the ideas you've developed in previous assignments.

Your video compositions will eventually be uploaded to *YouTube* so that they can contribute, in real and visible ways, to the larger body of materials that appear when people search for videos relevant to their questions about writing, rhetoric, fake news, or literacy.

---

### **HOW TO SUBMIT**

1. Log in to the *YouTube* channel created for this course.
2. Upload your video.
3. **Title your video.**
  1. **Visit the keywords your group selected in the SEO keywords activity.**
  2. **Use one of those keywords while describing the content of your video.**
4. **Describe your video.**
  1. **Give a summary of the video's contents in the first two or three sentences using a couple of the keywords selected by your group.**
  2. Develop a list of sources you used when developing your video: video sources, image sources, audio sources.
  3. Include the first names of the video's creators.
  4. Add a copyright notice, something like the following:

All the videos, songs, images, and graphics used in the video belong to their respective owners, and neither the author nor this channel claims any right over them.

Section 107 of the Copyright Act of 1976 allows for fair use of material for various purposes, including education and research. This video was developed for the purpose of education and research.