

Creating *Binti* Paratext Project

Description of Assignment:

Most of our discussions and assignments to this point have focused on certain elements of fiction, meaning particular elements *within* a text that inform how readers engage with the text. This assignment will encourage us to think beyond the boundaries of a given text (or even to consider what constitutes a text's boundaries) to consider how paratexts such as book blurbs or advertisements influence our reading process. In particular, this assignment will compel you to use multimodal technologies, investigate the intended audience of a given text, and employ your knowledge of the selected text and creative design to reach that audience.

For this assignment, you will work in groups to construct some paratextual material to accompany the 2021 Big Read book, *Binti: The Complete Trilogy* by Nnedi Okorafor. Your group will select to create one of the following paratexts:

- A selection of book blurbs targeting various audiences of the book
- A new book cover for the trilogy
- A short video advertisement (3-5 minutes) for the book

In addition to the paratext, each group member will submit a 2-3-page essay explaining the design and rhetorical choices the group made throughout the process. This essay should serve to justify the final product, meaning that it should explain the intended audience(s) as well as how the paratextual presentation of the book reflects the audience's needs and expectations. Finally, the essay should include a short description of each group member's responsibilities when crafting the paratext.

Logistics:

Format: Each group's paratextual project should be submitted in digital form only, meaning that you do not need to print anything off to submit in class. However, you will showcase your work to our class, meaning that you should be prepared to broadcast your video or project your documents on a screen for the class.

Presentations: Each group will conduct a 10-minute presentation of their composed materials. This presentation should include approximately five minutes devoted to showcasing the paratext (whether talking through the material or showing the video) and an additional five minutes discussing why the group chose to compose the material(s) as such. Each group member should play some role in the presentation.

Short Essay: Each individual will compose a short essay detailing the rhetorical choices made during the design process. The essay should be double-spaced and include a proper MLA heading in the top left corner and page numbers (with last name) in the top right corner.

Assessment:

The presentation and essay will be assessed based on the following criteria:

- *Creativity:* The paratext employs creative design, organization, and/or dramatic effects to represent *Binti* and create an engaging viewer experience.
- *Rhetorical Awareness:* The final product appropriately and accurately represents *Binti* and intentionally and specifically crafts its message for the intended audience(s).

- *Group Presentation*: The group presentation is professional and persuasive, making a claim for each component of the composing and design process. Each group member plays a prominent role in the presentation.
- *Short Essay*: The short essay offers compelling and persuasive justification for each rhetorical choice made in the composing process. The short essay thoroughly describes the group's process in determining the intended audience(s), as well as each group member's role in the process. The short essay displays the student's thorough understanding of the paratext, selected audience(s), and *Binti: The Complete Trilogy*.
- *Creator Ethos*: The final products (paratext and essay) are polished and professional, with few errors.