11/27/13

<center>Remediation Reflection</center>

I enjoyed working on my Remediation project. Most of the questions I asked during peer workshops were about my layout. I got positive feedback when I was thinking about switching from a list of GIFs to a Tumblr, which helped me make my decision. I also trusted their opinions on how many columns to have. I originally liked a layout with two columns, instead of three, but I did not want to choose a layout based only on my own preferences. I want my blog to be easy to read and enjoyed by others. Also, my peer group was very helpful in showing me where to find Creative Commons-licensed images and in giving me more ideas of stereotypes and images to include.

One issue that came up was how much text to use to convey my argument. Based on feedback from you after the first draft, I decided to add more written posts and write longer captions on each image. Although I originally wanted to use a lot of visuals and very little text, adding more words made my argument a lot stronger.

My final draft is pretty close to my ideal version of this project. I had envisioned using more video clips as animated GIFs, but was limited with what I could find under useable licenses. I also was hoping to add animation to all of the photographs, but I only learned the basics of Photoshop (mostly from online tutorials), so many of my experiments in adding extra effects did not look good. Also, because the Tumblr shows multiple images at a time, having animation on everything was overwhelming to viewers. I also imagined everything being a little larger. But, Tumblr would not let me change image sizes (even if they were large in Photoshop, images would shrink when I posted them online) and font sizes were difficult to change, especially for the paragraph text.

One of the main rhetorical choices I made was how to present the information on my Tumblr. I wondered if it should be like a college-level project, or more like a blog. I decided to go the bloggy, informal route. My target audience is teenagers, so I wanted my posts to be relatable. I also want to keep open the possibility of using the blog in the future.

Another interesting situation came up the day before the project was due. I found a cute commercial for the toy GoldieBlox that I wanted to use. It featured young girls (the toy's target audience), a Rube Goldberg machine, and a re-worded version of the Beastie Boys song "Girls." I embedded the video from YouTube onto my project site and it worked perfectly. I returned a few hours later, making final edits and checking my links, and I saw the GoldieBlox video had been made private. I searched online and found the Beastie Boys were threatening to sue GoldieBlox for using their song in advertising, and GoldieBlox was fighting back saying it was fair use. I was able to find the same commercial on YouTube, posted by another user, and had to decide if I should use it.

I went back and forth a lot, but ultimately did not use the video. Even though it sent exactly the right message, it was going to be the second GoldieBlox video on my Tumblr and was not essential to the overall project. And because the legal battles had just started making headlines that day, I felt it best to leave the video out.