Each assignment in this course must have an element which makes your post ***multi-modal***. Writing is not simply linear and alphanumeric; rather, it occurs in many **modes**, including but not limited to visual, audio, and electronic writing. When we read writing on websites, it’s very rare that we find information only in linear sentence form. We usually also find images, videos, infographics, and much more. Adding a multi-modal element to your assignments will require you to think about how your reader is *experiencing your content* as they navigate through your site.

This multi-modal element can be from another source, or you can create it yourself. The only limitation is that it must live on your website, which means that physical elements involving touch, for instance, would not be possible to include. This visual or audio element could be anything from a video to a photo, or even a meme or podcast. It must be apparent how your multi-modal element connects to your overall purpose; think of it as an extension of your claim. That means you must decide to what extent you do or do not discuss it in your textual writing, and whether you use additional framing mechanisms, such as captions. In that sense, your multi-modal element could function like any of the following:

* A piece of **evidence** in your argument. In this case you would refer to it and possibly analyze it. It might come in the middle of a paragraph, although it could come as a featured image or at a different point in your writing, so long as you direct your readers to it when it is mentioned in-text.
* A visual or audio **component** or **compliment** to your writing. This will support your overall point, but acts in tandem with your linear writing, whether it is how your reader navigates through your piece or something that makes a statement aside from or in conjunction with your writing. A featured image, for instance, appears at the start of a post but is not necessarily referred to in someone’s writing.

**Additionally, you must cite the source of your multi-modal element.** This means making a citation MLA format, but this might also mean including a link to the original content if there is limited information available. For self-created multi-modal elements, list your name, give the element a title, and list the creation date. If you created it through a third-party product that requires attribution, like some meme generators require, cite the product as well.