The GIF that Keeps on Giving:
Assignment Design with Looped Animations
http://bit.ly/gifgive

While an older format (created in 1987), GIFs (Graphics Interchange Format) have experienced a resurgence in popularity and use in the past decade. Due to the recent proliferation of digital platforms that host GIFs, the format as a means of communication and as an act of composition has become naturalized and therefore invisible. The rise in their popularity makes GIFs important for scholars of digital literacy and composition to understand and utilize in their teaching and research. We argue that their playful nature, ease of use, and delivery opens GIFs up for new avenues of research, inquiry, and analysis. As such, GIFs can be meaningfully incorporated into the composition classroom as critical components of assignment design and the feedback process. In this mini-workshop, we will introduce participants to pre-existing examples of GIF assignments we have used in courses, discuss avenues for pedagogical research, guide participants in the creation of new GIFs, and facilitate participants' efforts to design assignments that use GIFs.

Workshop Agenda
http://bit.ly/gifgive

Introduction
- Facilitators

Icebreaker (5-10): Getting to Know You
- Participants

Overview (10): The GIF That Keeps on Giving (http://bit.ly/gifgivepres)

- History (Matt)
- Integration into Current Communication (Jamie)
- Affective Nature of GIFs (Megan)
- Avenues of Inquiry
    - As Digital Composition (Matt)
    - Issues of Identity (Matt)
    - Hierarchy/ Canon: r/highqualitygifs (Matt)

- GIF Genres (Cinemagraph, stabilized gifs, perfect loop, technical gifs, the reaction) (Megan)
    - https://www.reddit.com/r/gifs/: Multiple gif subreddits under 'related links' on right sidebar
- Creation and Archiving (Megan)
- Mindfulness and Wellness (Megan)
- Community/ Integration into Text Messages (Jamie)
- Copyright and Property (Jamie)

Assignment Examples (10): Inspiration
- Matt Gif Essay - ENGL 307
    - Student example: Public Transportation in France
- Megan Concurrent Interpretative Response
    - Student Example: Reading "A Rose for Emily"
- Jamie Academic Article Analysis (student example)
    - Low Stakes Library Quest
- Other examples (from courses and professional development):
    - GIF Feedback
    - Creating Your Own GIF
    - Boomerang: Mobile GIF Creation

Activity (15):
- Create Your Own Reaction GIF (http://bit.ly/reactgif)

Activity (30): Brainstorm an Assignment
- Creating a GIF assignment Repository: Share your activity in the bottom of this document, either by writing in the space provided, copying/pasting your instruction, or offering a link to your assignment.
- Tools:
    - GIPHY, GIPHY Gif Maker, Imgur, GIFGIF (MIT Projects)
    - Recordit - GIF a Tutorial!
    - How to Make a "Selfie" GIF

Question and Answers

Recent Articles on GIFs

GIF History
- History of GIFs
- This GIF is 30 years old. It didn't just shape the internet — it grew up with the internet.
- Blingee
- The GIF is Dead, Long Live the GIF

- [Long Live the Animated GIF: A Study on the Curation, Acquisition, and Preservation of Animated GIFs](#)

Issues of Identity
- [Digital Blackface](#)
- [GIFs as Millennial Culture](#)
- [Blingee, MySpace, and Adolescent Identity in the Mid-00s](#)

Digital Composition
- [GIFs, The Language of the Web](#)
- [Memes with Meaning](#)
- [The Journey of Writing an Academic Paper (The GIF Edition)](#)

Hierarchy/Canon
- [HighQualityGIFs subreddit](#)
- Giffing elitism/classism/ableism: http://i.imgur.com/Hkd5N8S.gifv

Genre
- [The Beauty and Brilliance of 3 Amazing Kinds of GIFs](#)
- [GIF Images: Different Types, How To Make Them, Legal Considerations](#)
- [Up Your GIF Making Game with Image Stabilization](#)
- [Not Just for Laughs: Putting Animated GIFs to Work for Technical Communication](#)
- [Here are some of the best reaction GIFs according to Reddit](#) (Connects to Hierarchy)
- [How Do GIF Makers and Networks Approach Injury Replays](#)
- [Animated GIFs Reveal Differences Between Subway Maps and Their Actual Geography](#)

Copyright
- [GIFs are Fair Use?](#)

Archives
- Museums/Libraries:[Why some American libraries are obsessed with making viral GIFs](#)
  - Smithsonian's [Turning the Book Wheel](#)
    - [Bringing Books to Life](#)
  - [The Special Collections & Archives of the University of Iowa](#)
  - [The Huntington Library](#)
  - [The Houghton Library at Harvard University](#)
  - [Digital Public Library of America](#): GIF It Up Competition
    - [Antique Imagery Gets Digital Update](#)
  - [Gettin' Giphy With It: NARA Shares Online Library of Animated Gifs](#)
  - [NASA and Giphy](#)
  - [National Archive pairing with Giphy](#)
  - [Library Invites GIFable UMD Entries](#)
  - [GIFABLE UNC: Learn to GIF](#)
  -

- [Baseball GIFs](#) (Archiving Sports)
- [EA Sports Madden GIFERATOR](#) (Archiving Sports, Crowdsourcing, Viral Advertising)

Integration/Communication
- [Finally catching up with the rest of the internet, Facebook just added a GIF button](#)
- [GIFs Are About to Change How You Use Instagram Stories Forever](#)
- [Google hopes to make GIF-hunting a lot easier for all of us](#)

GIF Reclamation

[Amy Poehler GIF/NRA](#)

Criticism of GIFs
- [Replacing Words](#)

Professional Development/Tutoring
- [Animated-GIF libraries for capturing pedagogical gestures: An innovative methodology for virtual tutor design and teacher professional development](#)
- [Using Animated GIFs for Library Instruction](#)

References

Eppink, Jason. (n.d) "[A Brief History of the Gif (So Far)](#)" *Journal of Visual Culture. 13(3): 298-306.*

In Benedek, A., & In Nyíri, J. K. (2015). *Beyond words: Pictures, parables, paradoxes.*

In Lupton, E., & Cunningham, N. (2014). Type on screen: A guide for designers, developers, writers, and students.