

Due Date for Draft:

Learning Goals

- To demonstrate your understanding of and ability to apply argumentative concepts to a visual text (Core Value 2).
- To analyze and/or appropriately select rhetorical elements in a visual argument (Core Value 3).
- To evaluate a visual argument, either your own or someone else's (Core Values 2 and 3).

The Assignment

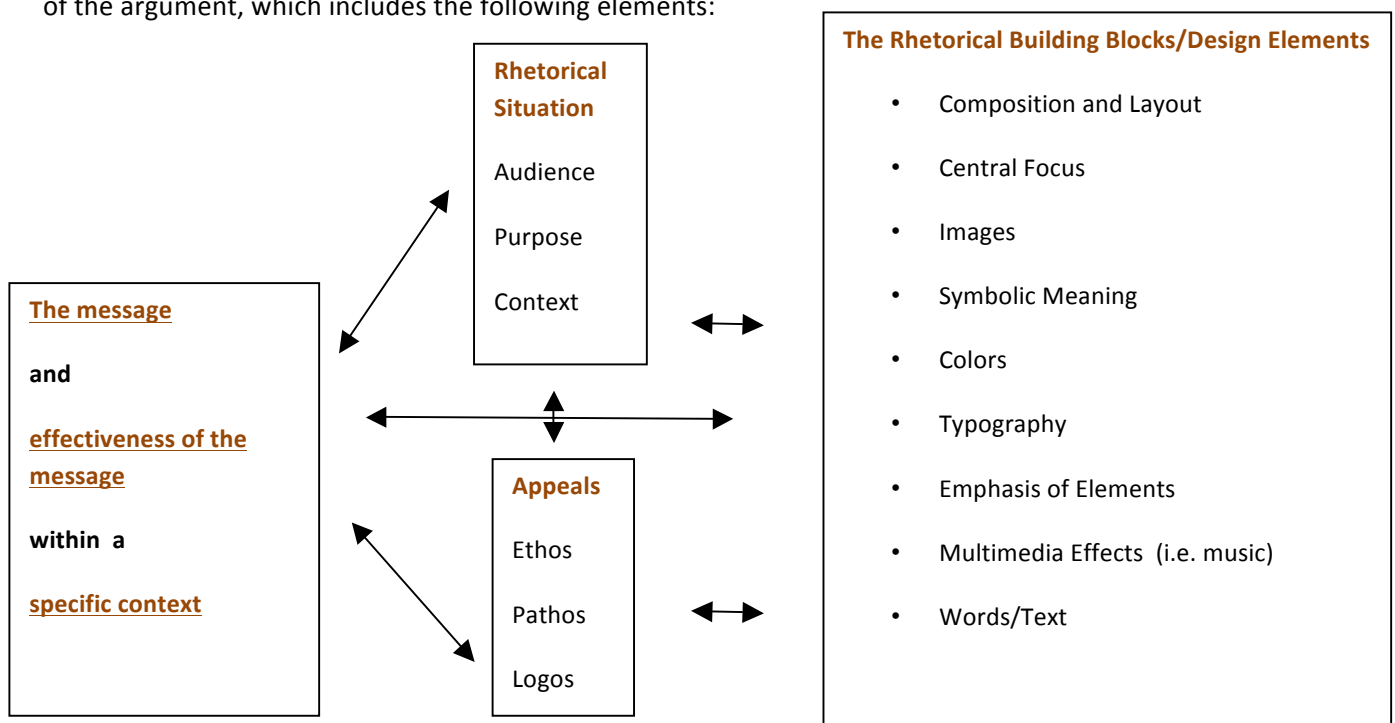
The type of visual you select (or create) for this project is virtually unlimited. The only restriction is that it must be an argument— it has a clear claim intended to persuade an audience on an issue related to your research topic. Types of visual arguments you can choose include:

- posters (such as Public Service Announcements and others)
- advocacy ads
- political cartoons
- YouTube videos
- info-graphics

Option 1: Create your own visual argument based on your research issue and explain its rhetorical construction.

Option 2: Rhetorically analyze the effectiveness of an existing argument based on your research issue.

Whether you are creating or evaluating a visual argument you must consider the rhetorical construction of the argument, which includes the following elements:



Guidelines

Option 1: Creating your own visual argument

- Requirements: A visual argument that incorporates some text. Provide a link to the visual argument or send a file.
- A rhetorical justification of the visual (see the diagram on reverse side) explaining why the argument is constructed the way it is and how it achieves its purpose (you are expected to use the appropriate rhetorical terminology in your explanation). You should draw on your research as appropriate in discussing the design. The justification should be **around 350 words**.
- Evaluation: Your visual argument will be evaluated on its value as an argument and your rhetorical rationale for why you created it the way you did. You are not expected to become an artist over night; the concept matters most rather than the execution.

Option 2: Analyzing an existing visual argument

- Requirements: A rhetorical analysis of the argument evaluating its effectiveness and explaining/justifying your evaluation based on the rhetorical elements used in the visual (see the diagram above). You are expected to use the appropriate rhetorical terminology in your explanation). This analysis should be approximately **600-700 words long**.
- You analysis will need to introduce and describe the visual, and of course discuss the visual in relation to the issue you researched. (In other words, your research this semester should inform your reading of the visual.) Provide a link to the visual argument (for example, a YouTube URL address).
- You will also need to clearly introduce your claim for the analysis (which is an evaluation of the effectiveness of the visual) based on the intended purpose and audience of the visual.
- Evaluation: Your analysis will be evaluated on how clearly you explain the visual and your ability to support your evaluative claim with evidence and to use the appropriate rhetorical terminology.