

WP3: Analysis and Comparison of Visual Representations

For the final writing project of the semester, you'll be analyzing and comparing **two visual representations of the same person**. For this assignment, you must:

- **Choose a person for this assignment.** This person must be someone with multiple visual representations such as a celebrity, sports star, politician, historical figure, or other public personality. Be sure to choose someone that might be depicted differently in visual representations. Please note that no two students can choose the same person.
- Choose two visual representations that **characterize the person in different ways**. Consider advertisements, press photo shoots, paintings, action shots, candid shots, and so on. You must **provide a copy of the visual presentations and information about where they were found as part of your paper**.
- Use ethos, pathos, kairos, and logos in your analysis.
- **Provide a detailed analysis of each visual representation.** What is the major message of the representation? What was its purpose? How is the person in it depicted? What methods does the creator use to get his or her point about the person across? To whom is the message directed? How do the representations make you view the person in a new or different way?
- **Compare the two visual representations.** How does each one depict the person differently? Are there any commonalities? Do they represent two sides of a whole identity or do they contradict one another? Which one do you feel is more authentic? Why?
- You must use information **from at least 3 additional scholarly sources** to help you make your points about the representations.
- Properly cite your ad and your 3 additional sources in **APA style**.

Minimum Length: First drafts must be at least 1,200 words; revised and final drafts must be **1,600 words**.

Audience: People interested in this person, be they fans, scholars, or even detractors.

Additional requirements: All drafts must be typed, double-spaced, and in Times New Roman 12-point font. Please use 1-inch margins. All documents should be posted in the My Docs section of MyASU. Files must be named with your name, the writing project number, and the draft (i.e. "Ryan Shepherd WP3 First Draft").

Your assignment will be graded on the following:

- **Choice of Visual Representations:** The representations present the person in very different ways. You provide a copy both as part of your paper and provide information about where you got each from.
- **Depth of Analysis of the Representations:** Your explanation of each representation is clear and complete. A reader of your paper will be able to understand both representations clearly

- **Use of Rhetorical Appeals:** You analyze the ethos, logos, pathos, and kairos of each representation.
- **Support of Points about the Representation:** The points that you make about each representation are supported with evidence from the visuals themselves or from your research. The support is convincing and sufficient.
- **Choice of Sources:** Your three additional sources are scholarly and help to make your points. They are integrated into the text well.
- **APA Citation:** You make both in-text and reference citations for both of your representations and for your three additional sources. These citations are correct and allow for readers to easily find those sources.
- **Content Organization:** You have organized the content of your paper in a reasonable way. Your information is easy to understand, and your points are easy to follow. There is both an introduction and a conclusion. Paragraphs are ordered in such a way that they cannot be reordered at random, but instead provide logical transitions between ideas.
- **Attention to Assignment:** You adhere to the assignment as presented above, including main objectives, word count, attention to audience, and the additional requirements. You clearly understand what the assignment is asking you to do and are attempting to do it.
- **Manuscript preparation:** The writer has made changes between drafts that reflect attention to both instructor and peer comments. The writer has made an effort to improve his or her paper.

First drafts are due on **Monday, July 30th at 10:45 am.**

Revised drafts are due on **Thursday, August 2nd at 10:45 am.**

Final drafts are due on **Friday, August 3rd at 10:45 am.**