

## WP3: Analyzing a Visual Text

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Analysis is a skill that you'll need throughout college and into many of your future careers. This assignment asks you to analyze a visual text that's part of a series in order to practice this skill.

### The Basics

- Find a visual text that's part of a series. Here, "visual text" can mean anything where the visual element is the primary way of conveying meaning, such as an image or video. The "series" can be formal (such as a single instance of an interrelated ad campaign) or informal (such as an online meme). You will need to focus on **a single part of the series** when making your analysis. Please note that no two students can use the same series of visual texts.
- **Analyze the part of the series that you've chosen.** Try to break down how it makes its meaning. Consider things like subjects, color, and text if you're using an image. You may additionally consider sound effects and music if it's a video.
- **Use elements from the visual text as examples** to help make your points about the analysis.
- **Use at least two additional sources to assist with your analysis.** At least one of the two sources must be a **scholarly source**. The other source can be a scholarly source or a non-scholarly source. Both sources must be quoted and cited using APA style.
- **Clearly support your points about the visual text.** This support may come from your examples, your research, or clear explanations of your rationale for certain points.
- **Create a new version of your visual text** that fits into the series. The new version should clearly fit into the series that you've chosen.

### The Audience

The audience for WP3 will be fans of the series of visual texts that you've chosen. They understand the basics but may not have considered how or why the elements of the visual text make meaning.

### Additional Requirements

All drafts must:

- Be a minimum of **1300 words**.
- Include a new version of the visual text.
- Be double spaced
- Use Times New Roman font
- Have 1-inch margins
- Have a file name with your name, the assignment, and the draft (i.e. Ryan Shepherd WP1 First Draft)

### Learning Objectives

In this assignment, you will learn:

- To analyze visuals for meaning.
- To clearly articulate how meaning is made.
- To create break down a genre in order to recreate it.
- To make a claim and support the claim with evidence.
- To incorporate scholarly and non-scholarly research into texts.

## Grading Criteria

Your assignment will be graded on the following:

- **Choice of the Visual Text:** The visual text is clearly part of a series of similar visual texts. No other student is using that same series.
- **Analysis of Visual Text:** Important elements of the visual text are broken down for how they make meaning in the text. The analysis is clear and direct.
- **Use of Examples from the Visual Text:** Examples are taken from the text to help support analysis. These examples are clearly tied to the analysis.
- **Focus on Your Visual Text:** The visual text is the central focus of your paper. You do not go off on unrelated tangents or write about things that are unrelated to your analysis of the visual text.
- **Adequate Support for Your Points:** Evidence is used to support your points about your visual text. This may come in the form of internet or library research, screen captures, and other sources of information.
- **Appropriate New Version of the Visual Text:** The new version of the text clearly falls into the series of the past visual texts. There are clear connections in format, style, and other connecting elements.
- **Visual Design:** The new version of the visual text is professionally designed and helps to make a point to the audience of the paper. It makes a point like the others in the series you have chosen.
- **Use of Sources:** The sources that were chosen are reasonable. The scholarly source is from a reliable scholarly publication. Both sources are quoted/paraphrased and cited correctly.
- **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. The paper clearly presents a central claim, and the content is organized around that claim. 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:** You have made changes between drafts that reflect attention to both instructor and peer comments. You have made an effort to improve your paper.

## Drafts

- **First Drafts** are due on **Friday, July 25<sup>th</sup>** at the end of class time. First drafts are graded only on “The Basics” above.
- **Revised Drafts** are due on **Wednesday, July 30<sup>th</sup>** at the beginning of class time. Revised drafts are graded only on attempts to respond to comments from the first drafts.
- **Final Drafts** are due on **Thursday, July 31<sup>st</sup>** at the end of class time. Final drafts are graded on the “Grading Criteria” above.