

WP1: Making and Analyzing a Visual Argument

For the first writing project, you will have to create your own visual argument and then break down how and why your argument is effective. This writing project is broken into two parts: the visual argument and the analysis of your argument.

Part 1: Visual Argument

There various genres you can choose from for your visual argument. You may create:

- A poster
- A comic strip
- A video
- A webpage

You may also consider other genres of visual argument with my approval.

Your visual argument must:

- Be related to a currently debated issue.
- Have a clear audience that it's directed toward.
- Attempt to convince the audience to adopt a certain point of view.
- Effectively use design elements.
- Be presented in a digital format. While you can create a non-digital form for this assignment, you must turn in a digital version with your paper. Scans or digital photos of the argument are fine.

Part 2: Analysis

For the analysis, you must break down your visual argument, explaining both how and why you have done certain things. This should include:

- Who your argument is directed toward (specifically) and how it appeals to that audience.
- How your argument is kairotic (presented at the right time and place).
- How your argument uses appeals to logic (logos), emotion/imagination (pathos), and credibility (ethos).
- How your argument uses design elements (type, space/layout, color, images/graphics, etc.) effectively

Your analysis should be written in conventional academic paper format. It should have a clear introduction, body, and conclusion.

Minimum Length: 1,000 words

Audience: The audience for your visual argument is up to you, but it should be clearly explained who that audience is in your analysis. The audience for your analysis is me and your classmates.

Additional Requirements: All drafts must be typed, double-spaced, and in Times New Roman 12-point font. Please use 1-inch margins. All visual arguments must be uploaded to a picture (imgur.com) or video (youtube.com) sharing site. Include a link to your visual at the beginning of your analysis. All analysis documents must be uploaded and shared in Google Docs. Please name all attached files using your own name, the writing project, and your class (i.e. "Ryan Shepherd WP1 ENG 102").

Grading: This assignment is worth 15% of your total grade for the class. It will be graded on the following:

1. **Visual argument clarity:** The argument made by the visual argument is clear to the audience. Viewers do not need to read the analysis to understand what the visual argument is.
2. **Visual argument effectiveness:** The visual argument effectively convinces viewers to adopt a certain point of view.
3. **Design elements effectiveness:** The design elements (type, space/layout, color, images/graphics, etc.) are used effectively. The argument looks professional.
4. **Analysis of audience:** The audience is clearly explained in the analysis. This audience is specific and reasonable for the argument made.
5. **Analysis of kairos:** Why the argument is appropriate for the time and place is clearly explained and convincing.
6. **Analysis of logos, pathos, and ethos:** How the visual argument uses logic, emotion/imagination, and credibility is explained in detail. The explanations are reasonable and convincing.
7. **Analysis of design elements:** Why you have chosen various design elements (type, space/layout, color, images/graphics, etc.) is clearly explained and reasonable.
8. **Content Organization:** You have organized the content of your analysis 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 content is organized so as to present the information effectively. Paragraphs are ordered in such a way that they cannot be reordered at random, but instead provide logical transitions between ideas.
9. **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.

10. **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.

First drafts are due on **January 19th**.

Revised drafts are due on **January 29th**.

Final drafts are due on **February 7th**.

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