

ENGL 103

Rhetoric & Composition I



Northern Illinois
University

WP2: Visual Analysis



Literacy Narrative 2.0 helped you see how other modes can make meaning. The Visual Analysis assignment will take this further, asking you to break down meaning in visual texts, such as videos, ads, photos, memes, comics, or other visuals. You'll choose a text that appeals to you and that you find interesting or provocative. Then, you'll break down how meaning is made in the text. You'll identify rhetorical choices in the visual and linguistic parts of the text, and you'll evaluate how effective these choices are at influencing the audience.

Learning Objectives

By the end of this writing project, you will be able to:

- Identify rhetorical choices in visual texts, including genre and appeal to audience.
- Explain the relationship between visual and linguistic meaning.
- Reflect on the effectiveness of rhetorical choices made by others.
- Evaluate how well rhetorical choices influence a selected audience.
- Further build on strategies for planning and revising writing.

Requirements

Length and Content	All drafts should be <i>roughly</i> 1200 words of content. Multimedia content is encouraged, including non-traditional forms. Multimedia forms should include roughly the same content found in a 1200-word essay.
Media	Drafts must include examples of the images or screen captures embedded directly into the text. You're also encouraged to link to where you found the text (if relevant).
Submission	Please submit your drafts through OneDrive. Multimedia content can be linked in a document in OneDrive or uploaded directly into the platform (with permission).
Naming Documents	Please name your files using the following convention: course.sect_your initials_assignment_draft. For example, a student in ENGL 103 section 08 named Malcom A. Reynolds working on WP1 completion draft would name their file: 103.08_mar_wp1_1
Due Dates	<ul style="list-style-type: none">• Completion drafts of WP2 are due on Wednesday, October 26.• Revision drafts of WP2 are due on Monday, October 31.

Completion Drafts

Completion drafts are graded on simply completing the assignment and demonstrating a basic understanding of the requirements. Please note, grades on the completion draft are not an indication of how well you'll do on the revision draft. To get full credit on the completion draft, you must do the following:

Choose a visual text	You have chosen a visual text that includes linguistic elements in addition to visual ones. The visual is complex, interesting to you, and offers areas for analysis.
Identify genre and audience	You have identified genres that this text resembles and have speculated about what audience the text might be trying to reach.
Identify rhetorical choices	You have identified ways that the creator of the text is attempting to influence the audience both through visual and linguistic means. You attempt to explain how those choices might influence the audience.
Content	The draft includes images and/or links to the content you're referring to. It's <i>roughly</i> in the neighborhood of 1200 words.

Revision Drafts

Revision drafts are graded on the criteria below. Each criterion can be evaluated as "exceptional," "met," or "not met." A revision draft that falls all into the "exceptional" column will receive an A, one that falls primarily within the "met" column will receive a C, and one that falls even partially into the "not met" column will fail. With permission from me, you can revise revision drafts after grading.

Grading Criteria

	Exceptional	Met	Not Met
1. Choosing a Visual Text	You have chosen a visual text for this assignment that includes both visual and linguistic elements and is complex enough to offer points of analysis.	You have chosen a visual text for this assignment that includes both visual and linguistic elements.	The visual chosen includes only simple visual and/or linguistic elements. It is not complex enough to offer analysis.
2. Identifying Genre	You have identified similar texts that resemble this text in multiple ways and have shown or linked to examples.	You have identified similar texts that resemble this text in multiple ways.	Similar texts have not been identified or only tenuous connections to other texts have been made.

Grading Criteria

	Exceptional	Met	Not Met
3. Identifying Audience	You have suggested the characteristics of the audience this text is likely to appeal to and have provided specific examples that suggest that audience.	You have suggested the characteristics of the audience this text is likely to appeal to.	Audience has not been identified or is only broadly mentioned. No specifics about audience characteristics are provided.
4. Identifying Rhetorical Choices	You have identified ways in which this text is trying to influence the audience and provided specific examples to demonstrate those points.	You have identified ways in which this text is trying to influence the audience.	Rhetorical choices have not been identified, or it is unclear how those choices might influence the audience.
5. Identifying Specific Appeals to Audience	You have identified concrete ways in which the text appeals to the specific audience and provided clear examples.	You have identified ways in which the text appeals to the specific audience.	Specific appeals to the audience are not provided, or it is unclear how the appeals will influence the specific audience.
6. Explaining connection of visual and linguistic elements	You have clearly explained how specific parts of the visual elements change the meaning of specific parts of the linguistic elements and vice versa.	You have explained how the visual elements change the meaning of the linguistic elements and vice versa.	Connections between visual and linguistic elements is not explained or connections are not clear.
7. Use of visuals	You have integrated images, screen captures, or links into your document to help make your points more effectively.	You have used images, screen captures, or links to demonstrate your points.	Images, screen captures, or links are not included, or their purpose is unclear.

Grading Criteria

	Exceptional	Met	Not Met
8. Responding to Feedback	You have revised substantially and/or thoughtfully based on both your peers' and instructor's feedback.	You have revised your project based on both peer and instructor feedback.	No revisions have been made or only minor changes have been made that do not adequately respond to feedback.
9. Meeting Requirements	You meet or exceed all of the requirements for this assignment.	You meet all of the requirements for this assignment.	One or more of the requirements has not been met.