

WP3: Analysis of a Visual Text

For this assignment, you'll be asked to choose a single "visual text" (probably an advertisement) and break down how the text makes its points. For this assignment you will:

- Choose a single, "visual text." This will most likely be an advertisement. I suggest choosing one that you like or have a strong reaction to. The text must primarily convey its message visually, meaning it would have to be a print or video ad. No two people in the class can choose the same text.
- Analyze how the text makes its points. Look at things such as visual elements (color, subject, etc.), textual elements (writing and slogans), intended audience, humor, and so on.
- Include a link to the text. Your audience must be able to see what you're talking about. If you cannot include the text as part of your paper, that text cannot be used for this assignment.
- Find at least one **additional scholarly source** in addition to research from our textbook. Try to find a source that supports that you want to make about your analysis and **not a source that simply tells more about the company or product.**

Minimum Length:

- **First drafts** must be a minimum of **1000 words.**
- **Revised and final drafts** must be a minimum of **1300 words** and should include a **200-word** reflection letter.

Reflection Letter: Reflection letters will need to be included in the revised and final drafts. In these letters, write about what you have changed in your new draft and what you are struggling with. Consider including information about your writing process.

Audience: A person likely to buy this type of product. The person may be familiar with the brand but may not be aware of how the text makes its points.

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 Text:** The visual text is appropriate for this assignment. The writer makes his or her points visually and not simply via text or audio.
- **Choice of Points to Analyze:** The points chosen are appropriate for the text the writer has chosen. For example, a print ad for a sports drink might not have the same points to analyze (color, written text, use of sports star) as a video ad for a new car (voice over actor, cinematography).

- **Analysis of Points:** The points are analyzed thoroughly. The writer breaks down what the points are, how the points are used to make a message, and why the creator of the text might have used those points over others.
- **Choice of Source to Use:** The additional scholarly source used helps to support analysis made by the author.
- **Integration of Source:** The quotes or paraphrases taken from the source are integrated into the paper well. The source includes appropriate citations.
- **Content Organization:** You have organized the content of your writing project 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.
- **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.

First drafts are due on **Friday, July 26th at 12:15 PM.**

Revised drafts are due on **Wednesday, July 31st at 10:45 AM.**

Final drafts are due on **Thursday, August 1st at 12:15 PM.**