

Writing Project Two

Visual Arguments

Your second assignment grows directly out of Writing Project 1. This assignment, however, deals with visual as opposed to written arguments. The assignment is divided into 2 parts.

Part one of the assignment will require you to produce your own visual argument. The visual argument must:

- Be related to a currently debated issue (**kairos**).
- Have a clear **audience** in mind.
- Attempt to convince the audience of a certain point of view (**ethos, pathos, and logos**).
- Effectively use font, layout, color, and graphics.
- Be presented in a **digital format**. While the argument may be created physically, it must then be converted to some digital form (through taking a photo or scanning).

What genre of visual argument you choose is entirely up to you. Consider, for example, making a pamphlet, poster, brochure, cartoon, parody advertisement, webpage, or short video. Other genres of visual argument may be used but must be approved by the instructor in advance. The **audience** for part two is entirely your own choosing.

Part two of the assignment is directly tied to part one. For this part, you will write a short memo explaining your rationale for your visual argument. This part will be very similar to the rhetorical analysis in the Visual Argument Task but focused on your own argument. As part of your rationale, consider the following:

- Discuss your intended **audience**. Why did you choose that audience? In what ways do you direct your argument toward that audience?
- Explain how this argument is relevant now as opposed to any other time. How does your argument have **kairos**?
- Discuss the appeals that you chose to use in your argument. Why did you choose to use (or not use) **ethos, pathos, and logos** in your argument?
- Discuss the creation of the argument. Why did you choose to include certain elements (font, layout, color, and graphics)? How do they help to make the point that you wish to convey?

Part three of the assignment must be a minimum of **800 words**.

The **audience** for part two is other students in the class who have also created visual arguments.

Additional General requirements: All written parts of this assignment must be typed, double-spaced, and in Times New Roman 12-point font. Please use 1-inch margins. All documents must be accessible through Microsoft Word. Visual elements of the argument should be presented in a common visual format (such as .jpg or .bmp) so that they are easily accessible. All citations should be in **APA format**.

Grading Criteria (please note that the project will be graded as a whole and not separately):

- **Visual Effectiveness:** The argument of part one can be easily identified without reading part two. The claim made by the argument is clear. Attention is paid to the visual elements of the argument: font, layout, color, and graphics.
- **Clear and Convincing Rationale:** A clear and convincing rationale for the elements in part one is presented in part two. Ethos, pathos, logos, and kairos are addressed. The audience is identified, and the author offers an explanation of both why the audience was chosen and how the audience has been addressed. Visual choices (font, layout, color, and graphics) are explained.
- **Attention to Assignment:** The whole project adheres to the assignment as presented above, addresses the audiences stipulated, and follows the formatting requirements.
- **Content Organization:** The content of part two is organized in a reasonable way. There is both an introduction and a conclusion. Part two 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.
- **Project Preparation:** The composer has made changes between drafts that reflect attention to both instructor and peer comments. He or she has made an effort to improve both parts of the project.

Important Dates:

- **Wednesday, February 23** First draft of entire project due for instructor comments.
- **Monday, February 28:** Revised draft of entire project due for peer review.
- **Monday, March 7:** Final draft of entire project due for grading.