

WP3: Analysis of a Visual Text

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

The Basics

- Choose a single image or video. This will most likely be an advertisement. I suggest choosing one that you like or have a strong reaction to. No two people in the class can choose the same visual.
- Analyze how the visual 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.**

The Audience

The audience is 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 a minimum of **1300 words.**
- 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. HyeSook Kim WP3 First Draft)

Learning Objectives

In this assignment, you will learn:

- To bridge the connection between evaluation and analysis.
- To create a list of criteria by which to analyze something.
- To look deeply at how visuals make meaning.
- To gather primary evidence from a visual.
- To gather and use secondary sources.

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.

- **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.

Drafts:

- **First Drafts** are due on **Wednesday, April 15th** at the beginning of class time. First drafts are graded only on “The Basics” above.
- **Revised Drafts** are due on **Wednesday, April 22nd** 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 **Wednesday, April 27th** at the beginning of class time. Final drafts are graded on the “Grading Criteria” above.