

## Visual Analysis: English 1102

<b>What</b>	<b>Compose</b> a rhetorical analysis of some image; the composition should argue for a particular interpretation of the image.
<b>When</b>	<b><i>First Draft</i></b> is due in iCollege by: Fri. Sept. 10 at 5 PM <b><i>Final Draft</i></b> is due in iCollege by Fri. Sept. 17 at 5 PM.
<b>How</b>	<ol style="list-style-type: none"> <li>1. <b>Select an image</b> (advertisements propaganda, public health campaigns, memes, movie posters, paintings, photographs, graffiti, flyers, pamphlets, t-shirts).</li> <li>2. <b>Consider</b> the following elements of your image: <ul style="list-style-type: none"> <li>• The <b>rhetorical situation</b> of the image, including the author, audience, purpose, context, tone, genre, design, constraints, and exigence</li> <li>• The rhetorical <b>strategies</b>, or how the image is composed to produce a specific effect (use of color, layout, contrast, etc.)</li> <li>• The rhetorical <b>appeals</b> (ethos/pathos/logos), or ways the image seeks to engage its audience</li> </ul> </li> <li>3. <b>Compose a thesis</b> that argues your interpretation (i.e. a particular way of viewing the image) based on the choices made in its construction.</li> <li>4. <b>Draft</b> your paper.</li> </ol>
<b>Requirements &amp; Rubric</b>	<ul style="list-style-type: none"> <li>-A <b>3 page</b> visual analysis including:</li> <li>-An approved image to work with (10 pts.)</li> <li>-A thesis that argues for a specific interpretation of the image (10)</li> <li>-A coherent organizational structure that supports your thesis (with introduction and conclusion) (20)</li> <li>-Several detailed supporting examples from the image (10)</li> <li>-A clear connection between your way of viewing this image and its context (20)</li> <li>-Discussion of the rhetorical appeals used in the image (10)</li> <li>-MLA citation for all sources (including the image(s)) in attached works cited page (10)</li> <li>-Proofreading and MLA formatting (10)</li> </ul>