Visual Literacy

Elements to consider in your analysis and creation.
Typography, Layout & Design, Graphics

All or most of this information has been addressed during your Arts and Humanities Classes. If you need additional assistance please ask and I can help with information and clarification.

All due Dates are in the shared calendar
VL I – November 9, 2018
VL II – December 10, 2018
VL III – March 1, 2019
VL IV – April 8, 2019
VL V – First day of finals: 2019

FONT AND COLOR
- What is your genre, and does it require a particular style of type? If it includes headings and lists, should they be in the same font as the rest of your text, or should they be in boldface or italics to make them more prominent?
- How is your text organized? Does anything need to be highlighted – headings? Key words? Epigraphs? Examples?
- If you’re using more than one typeface, font, or color, do you use them consistently?
- Detail the ways you’ve visually incorporated the three appeals.

LAYOUT AND PLACEMENT
Articulate the ways in which your layout does any/all of the following:
GOOD DESIGN
- Directs the reader
- Provides clear emphasis
- Conveys the writer’s message
- Makes the text memorable
- Sets an appropriate tone
- Builds the writer’s credibility
- Helps persuade the reader to take the text seriously

VISUAL/VERBAL RELATIONSHIPS
- What do the images and other graphics contribute? Do they illustrate a concept? Highlight an important point? Show something that is difficult to describe in words alone?
- Are images and other graphics the right size?
- Do images have an obvious focus? Do you need to crop?
- Are all graphics clear and informative? Do they have titles and captions?
- What are the visual/verbal relationships?
- Explain how your graphics work toward the three appeals.
Visual Literacy

Visual Literacy Assignment: I
Visual Rhetorical Analysis
Mid October – Specific Due Date TBA

Rough Draft due: ________ (Must be typed)
Final Draft due: _________ (Must include all previous drafts)

Rhetorical Analysis of a Visual Argument –
Using careful research and critical thinking, each student will write a 750 - 1000 word rhetorical analysis of his/her company’s position, argument, and rhetorical strategies. The focus should be on how the stakeholder argues, not what the stakeholder argues. Each rhetorical analysis should cite three different advertisements from your company (at least one text and one image) and use at least two supporting sources for your argument. The advertisements should be used as the material that you analyze, rather than commentary about the company. Your two additional sources should be secondary sources used to support your argument; you do not analyze the secondary sources, but instead use them to supplement your own analysis. These analyses should provide a fair evaluation of your company’s position by quoting from and closely engaging with the texts and images. This paper is an analysis of how your company argues through text and image. The paper should be in MLA format with appropriate citations in text and in the Works Cited page. This paper is to be written individually. It is worth 20% of your final grade.

Review of requirements:

- Paper in MLA format with in-text citations and Works Cited page
- Focus is on analyzing how a company argues and avoids focusing on what they argue – though you should identify the “what,” it is not the focus.
- Avoids summary and personal opinion
- Uses 3 advertisements and texts from the company that are analyzed
- Uses at least 2 secondary sources that are used to support your analysis
- Goes beyond surface analysis to an in-depth look at rhetorical argument
Visual Literacy

Visual Literacy Assignment: I
Late October/ Early November – Specific Due Date TBA
Rhetorical Analysis of Visual Argument

Grading Criteria/Rubric
I. Sources (20%)
   • Note: Replication/reproduction of sources does not count toward page length nor word count
   • Use three (3) sources/examples from your company/organization
   • At least one (1) example must be a text source/ At least one (1) example must be an image/graphic
   • Sources should be inserted into the document – images inserted, text excerpted
   • Minimum of two (2) secondary sources which supplement and analyze your primary sources. Two secondary sources need to be articles we are not reading for class. (You are welcome to use class readings, but you must have at least 2 additional secondary sources which we are not reading as a class).
   • Correct citation of sources in MLA format
   • All quotes should be cited, introduced, and integrated into the paper
   • MLA formatting, including citations
   • Works Cited page (does not count toward page nor word count totals)

II. Content (40%)
   • Focus on analyzing the company’s content in terms of how it is rhetorically effective/ineffective
   • Discussion of rhetorical features, techniques, effects, intentions, purposes, etc.
   • Direct reference to the text or image is essential
   • Summary should be minimized since the focus in on analysis of rhetoric
   • Less interested in what is being said than in how it is being said, and to what purpose(s)

III. Structure and Style (25%)
   • Introduction should explain clearly define your company, the debate in which the company is entering, and what rhetorical strategies it uses in its advertising
   • Clear thesis/stance that makes a clear point about the company’s rhetoric. Thesis should preview the structure of the paper. Thesis will come out of the detailed analysis conducted on each ad.
   • Conclusion should restate the thesis, but with a twist, complemented and developed by the paper
   • Semi - Formal style: few contractions, colloquialisms, or excessive use of first or second person voices – refer to Trimble
   • 750 - 1000 words. Sources and Works Cited do not count toward word count, so adjust your final count accordingly

IV. Technical (15%)
   • Times New Roman, 12 pt., 1” margins
   • Double spaced, with no extra space between paragraphs (may need to be adjusted in line spacing options)
   • Needs to be submitted to Turnitin.com by Monday November 10th.

Failure to meet minimum requirements can result in automatic failure.
This paper is worth minimum approximately 6% of your final grade.

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Visual Literacy

Visual Literacy Assignment: II
Visual Argument - Monsters Among Us
Part of your 1st Semester Final: to accompany your Persuasive Speech

Rough Draft due: __________(may be a hand drawn idea)
Final Draft due: __________(Must include all previous drafts)

Create a visual argument exposing a “societal monster” that you feel preys on people in our society.

• Create an image in Photoshop, Word, PowerPoint, Publisher (any of the numerous free online software) in which you use multiple images but make them your own image/statement
• Create/capture and take a digital image
• Draw or physically craft an image and scan it

Requirements:
1. roughly 8.5x11 in size
2. include no more than 7 words
3. final draft submitted electronically by deadline
4. incorporate use of color, font, graphics, and layout as discussed in class
5. NOT simply use someone else’s image as the entire project
6. Be creative!

You must include a written analysis of your visual argument in which you discuss the rhetorical choices that you made and relate them to the three appeals. Consider using the SOAPSTONE as a model for analysis.

7. ½ page to full page typed, double-spaced, 12pt, Times New Roman
Visual Literacy

**Visual Literacy Assignment: II**
**Visual Argument - Monsters Among Us: Rubric**
**Part of your 1st Semester Final: to accompany your Persuasive Speech**

Name: __________________

Final Draft due: _________

Create a visual argument exposing a “societal monster” that you feel preys on people in our society.

- Create an image in Photoshop, Word, PowerPoint, Publisher (any of the numerous free online software) in which you use multiple images but make them your own image/statement
- Create/capture and take a digital image
- Draw or physically craft an image and scan it

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Visual Literacy

Visual Literacy Assignment: III
Rhetoric in Advertising: Create your own AD – product of my choosing
Early April – Specific Due Date TBA

Rough Draft due: ___________ 10% (may be a hand drawn idea but analysis must be typed)
Final Draft due: ___________ 90%

It is important that you understand the power of visual images. Images change lives. “When advertisements for sneakers are powerful enough to lead some kids to kill for the coveted footwear, when five-and-ten-second images are deciding factors in presidential elections, when the image of Joe Camel is credibly accused of enticing youngsters to smoke, or when a cultural icon like Oprah Winfrey can sell more books in one TV show than a hundred writers might do—it’s high time to start paying attention to visual elements of argument” (309).


Assignment: Create one high-quality advertisement that makes a primarily visual argument toward a specific target audience. Make every decision about the content of the ad with this target audience in mind. Attach a one-page discussion that explains your decisions and demonstrates specific knowledge of the rhetorical triangle and how visual rhetoric works. Include an explanation about all of your decisions and reference elements of visual literacy discussed in class.

Consider the following:
1. Who is the audience for the advertisement? What assumptions can you make about the audience that will help you persuade them?
2. How can you subtly manipulate the target audience into buying the product? What emotions will you play upon? How do you want them to feel about themselves, about the world, about your product when they finish viewing your ad?
3. Do you want it to look fanciful, serious, scholarly, trendy, or some other way?
4. What unstated messages will the ad convey? What cultural values or ideas does the visual evoke or suggest? The good life? Sex appeal? Love and harmony? Youth? Adventure? Economic power? Freedom?
5. What level of authority does the ad use (ethos)?
6. What attempts at logos are made?

Also consider the following:
1. Focal point, foreground, background
2. Layout on page – high, low, left, right, center
3. Stressing or highlighting information
4. Flow, lines
5. Light and color
6. Font
7. Graphics
8. Using something surprising
Visual Literacy

Visual Literacy Assignment: III
Rhetoric in Advertising Rubric: Create your own AD
Early April – Specific Due Date TBA

Name: ____________________

Due: ______

Create one high-quality advertisement that makes a primarily visual argument toward a specific target audience. Attach a one-page discussion that explains your decisions and demonstrates specific knowledge of the rhetorical triangle and how visual rhetoric works. Include an explanation about all of your decisions and reference elements of visual literacy discussed in class.

Consider the following:

1. Who is the audience for the advertisement? What assumptions can you make about the audience that will help you persuade them?
2. How can you subtly manipulate the target audience into buying the product? What emotions will you play upon? How do you want them to feel about themselves, about the world, about your product when they finish viewing your ad?
3. Do you want it to look fanciful, serious, scholarly, trendy, or some other way?
4. What unstated messages will the ad convey? What cultural values or ideas does the visual evoke or suggest? The good life? Sex appeal? Love and harmony? Youth? Adventure? Economic power? Freedom?
5. What level of authority does the ad use (ethos)?
6. What attempts at logos are made?

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Visual Literacy

Visual Literacy Assignment: IV - draft

Rhetoric in Advertising: Create your own commercial – product of my choosing

Assignment: Create one high-quality 30 second video advertisement that makes an argument for a specific product for a **specific target audience**. Make every decision about the content of the ad with this target audience in mind. Attach a one-page discussion that explains your decisions and demonstrates **specific knowledge** of the rhetorical triangle and how visual rhetoric works. Include an explanation about **all of your decisions and reference elements of visual literacy** discussed in class.

Consider the following:

1. Who is the audience for the advertisement? What assumptions can you make about the audience that will help you persuade them?
2. How can you subtly manipulate the target audience into buying the product? What emotions will you play upon? How do you want them to feel about themselves, about the world, about your product when they finish viewing your ad?
3. Do you want it to look fanciful, serious, scholarly, trendy, or some other way?
4. What unstated messages will the ad convey? What cultural values or ideas does the visual evoke or suggest? The good life? Sex appeal? Love and harmony? Youth? Adventure? Economic power? Freedom?
5. What level of authority does the ad use (ethos)?
6. What attempts at logos are made?

Also consider the following:

9. Lighting
10. Sound design
11. Music
12. Shot types
13. Shot angles
14. Pacing
15. Motion Graphics
16. Using something surprising

I suggest using iMovie on your iPhones but you can use any materials from HCHS as necessary.
Visual Literacy

Visual Literacy Assignment: IV
Rhetoric in Advertising Rubric: Create your own Commercial

Name: ____________________

Due: ________

Assignment: Create one high-quality 30 second video advertisement that makes an argument for a specific product for a specific target audience. Make every decision about the content of the ad with this target audience in mind. Attach a one-page discussion that explains your decisions and demonstrates specific knowledge of the rhetorical triangle and how visual rhetoric works. Include an explanation about all of your decisions and reference elements of visual literacy discussed in class.

Consider the following:
7. Who is the audience for the advertisement? What assumptions can you make about the audience that will help you persuade them?
8. How can you subtly manipulate the target audience into buying the product? What emotions will you play upon? How do you want them to feel about themselves, about the world, about your product when they finish viewing your ad?
9. Do you want it to look fanciful, serious, scholarly, trendy, or some other way?
10. What unstated messages will the ad convey? What cultural values or ideas does the visual evoke or suggest? The good life? Sex appeal? Love and harmony? Youth? Adventure? Economic power? Freedom?
11. What level of authority does the ad use (ethos)?
12. What attempts at logos are made?

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Visual Literacy

Visual Literacy Assignment: V
Public Service Announcement (PSA)
Second Semester Final

Final Draft due on the first day of finals: (Submit final movie via a YouTube link)

PSA / MOVIE

You will create a 2-4 minute movie that will further your agenda regarding the topic of your summer research and first Semester Speech. Should you change your idea, I still expect sourced information that reflects an annotated bibliography. Your focus should continue to be on relevant, thought-provoking information that acts as an argument that would appeal to your audience (your peers). Again, your summer research and first semester final speech topic should be the topic of your PSA; however, you may change your topic as long as it is a legitimate “issue of concern” and well researched.

Your project should include but is not limited to:

• No more than three (3) self-contained “movies” or PSA’s that apply the elements of visual argument we have discussed in class that total a minimum of 2:30, maximum of 4:30 running time (rt).
• Instrumental/vocal music to enhance the topic and create a specific tone.
• Included in the description section of your Youtube upload is a full discussion of your visual and rhetorical decisions. Why did you choose to do what you did? High angle shot? Why? Talking head? Why? Music? Why? Etc. You should also address how your choices contributed to the three appeals.
• Included in the 2:30 – 4:30 rt: but not to exceed 15 sec., you must include credits. These credits will include but are not limited to all persons involved, a bibliography citing all sources in proper MLA style, and all assets (images, video, and music).
• The Final Project should be uploaded to youtube.com by the established due date and then the link should be emailed to matthew.logsdon@fayette.kyschools.us

THIS PSA SHOULD BE ABLE TO STAND ALONE AND SHOULD NOT NEED ANY ADDITIONAL INFORMATION/CLARIFICATION TO BE COMPLETE.
Visual Literacy

Visual Literacy Assignment: V
Public Service Announcement (PSA)
Second Semester Final: Final Draft due via YouTube on the first day of finals: send link

PSA / MOVIE

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<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>F</th>
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</thead>
<tbody>
<tr>
<td>10%</td>
<td>Instrumental music to enhance the topic and create tone.</td>
<td>10/9</td>
<td>8</td>
<td>7</td>
<td>6</td>
<td>5 - 1</td>
</tr>
<tr>
<td>10%</td>
<td>Final draft submitted via YouTube by deadline</td>
<td>10/9</td>
<td>8</td>
<td>7</td>
<td>6</td>
<td>5 - 1</td>
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<tr>
<td>20%</td>
<td>Edited Video (minimum of 10 cuts/edits for an A)</td>
<td>20/18</td>
<td>16</td>
<td>14</td>
<td>12</td>
<td>10 - 1</td>
</tr>
<tr>
<td>10%</td>
<td>Varying Shot types/Visual Appeal (3 types min)</td>
<td>10/9</td>
<td>8</td>
<td>7</td>
<td>6</td>
<td>5 - 1</td>
</tr>
<tr>
<td>10%</td>
<td>Running Time 2:30 min (intro :15, content 2:00, :15 credits) 4:30 max.</td>
<td>10/9</td>
<td>8</td>
<td>7</td>
<td>9</td>
<td>5 - 1</td>
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<tr>
<td>10%</td>
<td>Researched/Informative/Persuasive</td>
<td>10/9</td>
<td>8</td>
<td>7</td>
<td>6</td>
<td>5 - 1</td>
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<td>10%</td>
<td>Clear and Appropriate Tone</td>
<td>10/9</td>
<td>8</td>
<td>7</td>
<td>6</td>
<td>5 - 1</td>
</tr>
<tr>
<td>10%</td>
<td>Topic is relevant, thought provoking, appealing</td>
<td>10/9</td>
<td>8</td>
<td>7</td>
<td>6</td>
<td>5 - 1</td>
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<tr>
<td>10%</td>
<td>You must include a written analysis of your visual argument in which you</td>
<td>10/9</td>
<td>8</td>
<td>7</td>
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<td>5 - 1</td>
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<td>discuss the rhetorical choices that you made and relate them to the three</td>
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<td>appeals. – post in the description</td>
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Visual Literacy

Strategies
Script a voice over - :15 seconds
PSA #1 - :30 - :45 seconds
PSA #2 - :30 - :45 seconds
PSA #3 - :30 - :45 seconds
Credits - :15 seconds

- Have a plan – 80% of your work is preproduction
- Work in groups of 4 – 5
  o you will be each other’s cast and production crew
- Check weather
  o Don’t come up with “outside ideas” if weather is gonna be bad.
- Quick “sketch of ideas”
- less dialogue is better – your friends are not really actors so drama is difficult
- Script/Storyboard
  o The better and more complete your storyboarding the easier and faster your filming will be.
- Use equipment you are relatively familiar with
  o Phone vs camera
  o PC vs Mac
  o Adobe Premiere vs Movie Maker or iMovie vs Final Cut
- Try to film everything in a single day
  o Make a party out of it
  o Order pizza
  o Get everything done fast
  o Schedule the time
- Simple edits – try not to make it too complicated
- Create a rough draft then tweak as necessary.
- Not just a slideshow video