

Appendix A: Visual Rhetoric in Practice Assignment Prompt

Dr. Jessica E. Clements
English Language 420: Writing Center: Theory and Practice
9 March 2018

Visual Rhetoric in Practice Graded Assignment

This graded assignment contains two parts: (1) a visual rhetoric composition and (2) an accompanying word-based reflection.

Part I: Visual Rhetoric: Argument through Advertising

You will use visual rhetoric to present and support an argument through advertising (i.e., you will create an ad). Your subject will be the Composition Commons* and your means will be computer graphics, photography, and/or any other visual production media you see fit. What, specifically, you wish to argue/advertise about the Composition Commons is up to you. You will likely find inspiration in reflecting on course discussion regarding client expectations and writing centers as well as in considering the Composition Commons's unique branding needs in its relationship to the Whitworth community writ large. You will receive training in class regarding visual rhetoric principles and practice as well as in Adobe software as a production tool, but you should feel free to use a medium in which you feel best able to meet assignment expectations. You can ultimately include text as part of your argument, but the primary mode must be visual.

*If you would like to focus your efforts on arguing/advertising a special event, service, or subject outside of the WCC, then please see Dr. C. for pre-approval of utilitarian possibilities.

Part II: Reflection

You will write a 3-4 page reflection on your advertisement. You will discuss how your advertisement uses visual rhetoric in order to create an argument as well as how and why you made the more specific rhetorical and design choices that you did when constructing your piece. You may also choose to discuss what you would have done differently had you had more time, more technological savvy, etc. Ultimately, what did you do during the process of composing that led to effective or ineffective choices in your final product?

You should also spend part of your reflection discussing how the practice of composing in a visual medium has enhanced your skill set and/or otherwise affected your position as a future Composition Commons Consultant. What, in your experience, was similar to and/or different from approaching a more traditional word-based, print-based assignment?

While the reflection in and of itself does not have to be strictly argument-driven, it should be coherent (perhaps theme-based) and comprehensive in nature.

Due Dates:

Monday, March 12 – Topic idea for Visual Rhetoric in Practice assignment due

Friday, March 23 – Working draft of Visual Rhetoric in Practice (Part I *only*) due

Wednesday, April 4 – Rough draft Visual Rhetoric in Practice (Part I *only*) due

Friday, April 13 – Final draft of Visual Rhetoric in Practice assignment (Part I AND Part II) due