Visual Essay Assignment

Goals for the essay...
Your goal for this assignment is to create a visual essay that illustrates a particular point of view on a subject. The objective is to make an attempt to persuade your audience to acknowledge your position and perhaps accept your argument.

To accomplish your goal, consider how best to engage your audience. Use the following questions as a guide:
- What are the strengths and weaknesses of your position?
- What are the values, beliefs, etc. of your audience?
- How can you address the concerns of your audience?
- What rhetorical strategies would best illustrate your point?
- How should the essay be arranged?
- What emotions do you hope to create in your audience?
- How will you create your own ethos?
- What thought/action do you intend to leave with your audience?

Based on your answers to these questions, choose a combination of symbols to design your essay along these guidelines:
- **Subject:** Something about which you have an opinion or a passion
- **Medium:** Paper, electronic, multi-media
- **Length:** Presented within 3-5 minutes
- **Evidence of Success:** Audience understands your intent/purpose and is able to deliberate around your argument
- **Supporting Documents Required:** Written description of essay (script) including goal, purpose, strategies used, and intended outcome

*Be prepared to discuss your content, message, and choices with the class after presenting the essay.*

Things to consider...
A visual essay is a gathering of primarily visual texts that together serve to convey a specific message or argument. These texts may be of any number and may include photos, words, art, composite pictures, objects, etc. A visual essay is not a PowerPoint presentation of bulleted slides of information, nor is it a speech, but your essay can be supported by music and spoken text and may be created within PowerPoint.

Due Dates
Proposal, due by 9am Thursday, 5/18 (by email)
For your proposal, define the subject and purpose of your essay. Elaborate upon choices you may make regarding content, arrangement, medium, and overall style of your essay. In addition, define your position and the potential belief systems of your audience regarding this subject.

Final Essay and Script, due beginning of class on Monday, 5/23
Presentations will take place in Walker 134. If you have chosen an electronic format, you must burn the essay to CD and also turn in a paper print-out of the essay.