

# Visual Argument Poster Presentation

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ENG 104

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## Assignment

This assignment is an individual poster presentation in which you will present the main ideas from your Sports, Entertainment, and Technology project. Poster presentations are brief, informal presentations where presenters create a visual display of their work and small groups rotate around the room listening to several simultaneous presentations. The less formal style allows presenters to discuss their work with those listening and to answer questions from their small audiences.

Your presentation should include: (1) a basic introduction to the idea or group of people you are making a claim about, (2) an explanation of the way this idea or group is presented in media, (3) your images and information that challenge what most people think about your topic or that show why what most people think is inaccurate or wrong. Your goal with this presentation is to share your findings with others orally and in visual format, so that they can learn about the project you did and the conclusions you've drawn from your project.

## What should the Visual Argument Presentation do?

Your presentation should

- Introduce the group or idea that you researched and did you project on
  - Who or what did you research?
  - What are common examples of this group or idea?
  - Why did you choose this topic?
- Explain the ways this group or idea are typically presented
  - What do people typically think about this group or idea?
  - Where do we typically see this group or idea in media?
  - How are they typically represented?
- Explain why that representation is inaccurate or wrong.
  - What data do you have to show the ideas people typically have are wrong?
  - What images or examples do you have to challenge the ideas people typically have about this group or idea?

## What should the Visual Argument Presentation look like?

A poster presentation, as described above, has 2 parts: (1) a visual display and (2) an oral presentation.

### POSTER

Your poster component needs to be some visual display that might be an actual poster or some other type of large scale image. You are also welcome to bring in artifacts to supplement your visual component and to communicate information from your presentation. You want your visual argument to be understandable, even if a person hasn't heard your whole presentation. The visual argument must be clear without explanation.

### PRESENTATION

For your oral presentation, you are expected to take between 3-5 minutes to make your presentation. You have lots to cover and you need to cover it clearly and relatively quickly. You also need to be prepared to answer questions from your audience..

## Assessment

This assignment is worth 50 points (10%) and counts as your Final Exam Grade. The following rubric will be used to assess your presentation.

	Content	Delivery	Media
Excellent (A) (90-100 points)	<ul style="list-style-type: none"> <li>The presentation covers ALL 3 required parts with sufficient detail</li> <li>The presentation uses appropriate visuals (charts, graphs, images, etc.) to convey information</li> <li>The visual is understandable without any explanation from the presenter</li> <li>The presenter sufficiently answers questions, referring to his/her own research or research he/she cited in his/her work</li> </ul>	<ul style="list-style-type: none"> <li>The presentation is clear, concise, and easy to follow</li> <li>The presenter has prepared in advance and is ready present when asked.</li> <li>The presenter is able to confidently answer questions and interact with audience members.</li> <li>The timing of the presentation is appropriate</li> </ul>	<ul style="list-style-type: none"> <li>The visual component is well-designed, easy to read and follow, and adds to the presentation</li> <li>All media are free of major errors in spelling and grammar</li> </ul>
Successful (70-79 points)	<ul style="list-style-type: none"> <li>The presentation covers ALL 3 required parts in some way, but some sections are stronger than others</li> <li>The presentation uses either too few or too many visuals (charts, graphs, images, etc.) to convey information OR some of visuals don't fit or suit the purpose of the presentation</li> <li>The visual is generally understandable without any explanation from the presenter, but has spots that need explanation</li> <li>The presenter generally answers questions by referring to his/her own research or research he/she cited in his/her work but sometimes does not give clear or sufficient answers</li> </ul>	<ul style="list-style-type: none"> <li>The presentation is mostly clear, concise, and easy to follow, but has a few spots where it is difficult to follow</li> <li>The presenters use multiple means of conveying information. (Handouts, PowerPoint, video, etc.)</li> <li>The presenter has prepared in advance and is ready present when asked.</li> <li>The presenter is generally able to answer questions and interact with audience members, but has a few unsteady moments</li> <li>The timing of the presentation is appropriate, but may be slightly too long or too short</li> </ul>	<ul style="list-style-type: none"> <li>The visual component is generally well-designed, easy to read and follow, and generally adds to the presentation but has some unnecessary or repetitive information</li> <li>The media contain a few major errors in spelling and grammar OR several minor errors</li> </ul>
Unsuccessful (Less than 60 points)	<ul style="list-style-type: none"> <li>The presentation covers some of 3 required parts in some way, but only a few or no sections provide any meaningful information</li> <li>The presentation uses too few or no visuals (charts, graphs, images, etc.) to convey information OR the visuals don't fit or suit the purpose of the presentation</li> <li>The visual is does not make sense without an explanation from the presenter</li> <li>The presenter rarely or never answers questions by referring to his/her own research or research he/she cited in his/her work OR does not give clear or sufficient answers</li> </ul>	<ul style="list-style-type: none"> <li>The presentation is unclear, too long or too short, or difficult to follow</li> <li>The presenter uses a single or no organized means of conveying information.</li> <li>The presenter does not appear to have prepared in advance OR is not ready to present when asked.</li> <li>The presenter is rarely or never able to answer questions or interact with audience members</li> <li>The timing of the presentation is appropriate, but is noticeably too long or too short.</li> </ul>	<ul style="list-style-type: none"> <li>The visual component is poorly designed, difficult to read and follow, and/or has lots of unnecessary or repetitive information</li> <li>The media contain several major errors in spelling and grammar OR numerous minor errors</li> </ul>