

Visual Argument: Sports, Entertainment & Technology

ENG 103

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WHAT IS VISUAL ARGUMENT?

You're probably more familiar with visual argument than you think. Visual argument is the practice of using images to present an idea or point of view. It relies on using images that people recognize and associate particular messages with in new or unique ways to make a point. Common places you've probably seen visual arguments are memes and public service announcements.

This project asks you to take the topic you chose for your Sports, Entertainment & Technology paper and present it as a visual argument. Your goal is to show the typical presentation of your topic and how that topic is limited or misrepresents the topic in reality.

ASSIGNMENT

In this assignment, you need to create a large-scale (16X20 or bigger) visual argument that makes a claim about your topic is presented in popular media and how those depictions are limited or inaccurate.

You will need to collect and/or create various images/depictions of your topic to determine how it is generally presented. Then, you will need to look for/create alternative perspectives and demonstrate how these perspectives expand how people can think about your topic.

Once you have collected your images, you'll need to design your visual argument. Your visual argument should make use of images, text, color, size, image placement, etc. to emphasize certain points and convey your general message about how your topic is generally presented in media and what that presentation omits and what you think is a more realistic presentation.

FORMAT

The visual part of your Perceptions & Reality: Sports, Entertainment & Technology project should be large-scale (poster or display-board size or larger). You can create a physical collage or you can use photo editing software to create a digital collage. Whichever method you choose, you must have a color display suitable for an exhibit which we will do as your Final Exam.

IMPORTANT DATES

- Wednesday, 12/7 Draft of Visual Argument for Workshop
- Tuesday 12/13 (9:00) FINAL EXAM: Gallery
- Monday 12/12 (11:00) FINAL EXAM Gallery

ASSESSMENT

This project is worth 150 points (15% of your grade). The rubric below will be used to assess your project during the Final Exam period.

	Content	Organization & Purpose	Presentation	Requirements
An A Project (135-150 points)	<ul style="list-style-type: none"> Clearly identifies a topic related to sports, entertainment, or technology both visually and textually Clearly makes an argument about how the topic is represented and about what needs to be added or changed to make the representation more accurate/realistic Selects appropriate images to make claims about how the topic is generally presented and appropriate images that argue for additional, broader depictions of the topic 	<ul style="list-style-type: none"> Uses image choice, placement, size and color to make a clear argument about how the topic is represented and about what needs to be added or changed to make the representation more accurate/realistic Uses text effectively where necessary, but does not rely on text to make the argument Clearly makes an understandable claim from the poster without any additional input from the writer 	<ul style="list-style-type: none"> Images are of good quality and easy to see, read and identify Construction of the poster is clean and neat 	<ul style="list-style-type: none"> Meets the size requirement
A B Project (120-134.5 points)	<ul style="list-style-type: none"> Mostly clearly identifies a topic related to sports, entertainment, or technology both visually and textually with a few spots where the topic is unclear Mostly clearly makes an argument about how the topic is represented and about what needs to be added or changed to make the representation more accurate/realistic with a few spots that are unclear or need more information Mostly selects appropriate images to make claims about how the topic is generally presented and appropriate images that argue for additional, broader depictions of the topic with a few images that are confusing or seem unrelated 	<ul style="list-style-type: none"> Usually uses image choice, placement, size and color to make a clear argument about how the topic is represented and about what needs to be added or changed to make the representation more accurate/realistic with a few spots where the logic or path of the argument is not appropriate or confusing Mostly uses text effectively where necessary, and does not rely on text to make the argument Mostly clearly makes an understandable claim from the poster without any additional input from the writer 	<ul style="list-style-type: none"> Images are mostly of good quality and easy to see, read and identify with a few lapses Construction of the poster is clean and neat 	<ul style="list-style-type: none"> Meets the size requirement
A C Project (105-119.5 points)	<ul style="list-style-type: none"> Generally clearly identifies a topic related to sports, entertainment, or technology both visually and textually with some spots where the topic is unclear Generally clearly makes an argument about how the topic is represented and about what needs to be added or changed to make the representation more accurate/realistic with some spots that are unclear or need more information Generally selects appropriate images to make claims about how the topic is generally presented and appropriate images that argue for additional, broader depictions of the topic with some images that are confusing or seem unrelated 	<ul style="list-style-type: none"> Generally uses image choice, placement, size and color to make a clear argument about how the topic is represented and about what needs to be added or changed to make the representation more accurate/realistic with some spots where the logic or path of the argument is not appropriate or confusing Generally uses text effectively where necessary, but somewhat relies on text to make the argument Generally clearly makes an understandable claim from the poster without any additional input from the writer 	<ul style="list-style-type: none"> Images are generally of good quality and easy to see, read and identify with some lapses Poster construction is generally clean and neat 	<ul style="list-style-type: none"> Meets the size requirements

	Content	Organization & Purpose	Presentation	Requirements
A D Project (90-104.5 points)	<ul style="list-style-type: none"> • Somewhat clearly identifies a topic related to sports, entertainment, or technology both visually and textually with many spots where the topic is unclear • Somewhat clearly makes an argument about how the topic is represented and about what needs to be added or changed to make the representation more accurate/realistic with many spots that are unclear or need more information • Somewhat selects appropriate images to make claims about how the topic is generally presented and appropriate images that argue for additional, broader depictions of the topic with many images that are confusing or seem unrelated 	<ul style="list-style-type: none"> • Somewhat uses image choice, placement, size and color to make an argument about how the topic is represented and about what needs to be added or changed to make the representation more accurate/realistic with many spots where the logic or path of the argument is not appropriate or confusing • Somewhat uses text effectively where necessary, but definitely relies on text to make the argument • Somewhat clearly makes an understandable claim from the poster without any additional input from the writer 	<ul style="list-style-type: none"> • Images are somewhat of good quality and easy to see, read and identify with numerous lapses • Poster construction is somewhat clean and neat but has visible issues with construction 	<ul style="list-style-type: none"> • Does not meet the size requirement
An F Project (Less than 90 points)	<ul style="list-style-type: none"> • Minimally or never identifies a topic related to sports, entertainment, or technology both visually and textually with numerous spots where the topic is unclear • Minimally or never makes an argument about how the topic is represented and about what needs to be added or changed to make the representation more accurate/realistic with numerous spots that are unclear or need more information • Minimally or never selects appropriate images to make claims about how the topic is generally presented or appropriate images that argue for additional, broader depictions of the topic with numerous images that are confusing or seem unrelated 	<ul style="list-style-type: none"> • Minimally or never uses image choice, placement, size and color to make an argument about how the topic is represented and about what needs to be added or changed to make the representation more accurate/realistic with numerous spots where the logic or path of the argument is not appropriate or confusing • Minimally or never uses text effectively where necessary, but definitely relies on text to make the argument OR fails to use text where necessary • Minimally or never makes an understandable claim from the poster without any additional input from the writer 	<ul style="list-style-type: none"> • Images are minimally or not of good quality and are not easy to see, read and identify • Poster construction is not clean and neat and has numerous visible issues with construction 	<ul style="list-style-type: none"> • Does not meet the size requirements