Visual Rhetoric Presentation

For this assignment you will practice condensing your argument to a short, impactful visual. Visuals are often highly evocative of emotion (using *pathos*), but can also rely on logic (*logos*) as in the case of charts, graphs, and tables. It is up to you to determine the best visual for your argument. You could create a music video, poster, commercial, flyer, brochure, or PowerPoint.

The image must be your own. If you opt to use images from a website or someone else you must modify a substantial portion of the image (60% or more) and ensure that the image is not copyrighted. This should be your work, not someone else’s. Please note: You will not be graded on artistic talent. While presentation and neatness will count, I don’t expect you to be an artist and will be focusing on how well your image conveys your argument, not on how well you can draw or design the image.

You will have 5 minutes to present your visual. You should discuss what rhetorical choices you made and why. You will then have 3 minutes to answer any audience questions. As an audience member you should respond to your classmates’ presentations thoughtfully and with constructive questions and suggestions. You should not say “that was great” or “that was bad,” instead you should focus your feedback on specific elements of the presentation that were effective or not effective and why, or ask questions about why specific choices were made.

You will be graded on:

Your participation as an audience member:

Being present for other’s presentations to provide feedback

Providing specific, constructive feedback or asking questions that prompt discussion

And how well your visual argument:

Represents the main argument/thesis in your paper

Provides an appropriate balance of *pathos* and *logos*

Establishes presenter *ethos* (including being well prepared on your argument, rhetorical moves they made, and being ready to respond to audience questions)

Total points possible: 100