

Sarah,

Just to start, I hope my feedback doesn't come across as overly harsh or cruel! I'm not totally sure my criticisms are fair but I still want to point out some things that I noticed along the way.

First off, I absolutely love the layout of your analysis. Using horizontal lines really helps separate the sections and the font for the titles is really cool. Along with the clear change in font size and boldness, it not only serves its purpose, but looks really good too. Including translations is also a great idea.

I believe you've identified a clear and specific audience. The fact 'it's written entirely in Spanish' is good evidence. I feel like the sentence "Since it is written entirely in Spanish and ..." could be rearranged to better support that the audience is Panamanians though. For instance, "It's written entirely in Spanish and corresponds to something specifically in Panama City, thus it's intended for citizens of Panama." Maybe not that exactly, but something like that. I feel you've identified the purpose well too, and feel that part is strong.

The main components are included but, as we just learned in class, this section could focus less on the meaning and more on the components themselves. You do list that there's a main image, different pieces of text, a 'solution' section, and various other images illustrating different parts of the main idea. These are all good and relevant. As for the background knowledge, I don't see any information on this. There is the sentence "Even if the reader lacks the knowledge that Diablos Rojos buses exist...", which hints at one piece of background info, but there should be more such as knowledge of Spanish, the functions of a bus (something like that? What would someone who never rode a bus need to know?), and maybe some background on the cultural significance of Diablos Rojos to understand the conflict between shutting them down or not.

I'll try to be a little sparse on "Layout and Composition" since we also talked about that in class. Mostly I think it should be less about an opinion of the components and more about how they support the infographic. You offer earlier that the main image of a bus stands out and draws attention to that as the main component; that would work well in this section. You do identify how font, coloration, and images are used too and explain how they affect the tone. I think you could use the images especially to identify different sections, elaborating on the font/color use in those sections, of the infographic and how those sections and how they're arranged support the purpose. You could mention the section with tragic photos, the solution section, the bottom part in black, the bottom left, and the middle-left section.

I think your rhetorical appeals section is strong, especially the first two paragraphs. I probably would've come to the same conclusions. I think the third paragraph could be condensed down and used to fit in with the second. The fourth paragraph I think would be better integrated into the conclusion.

Your conclusion does well overall too to answer the questions required by the assignment. The only thing I would change is that some of the info could be used in the Layout section, and your opinions could be left here as an answer to "How might you apply what you learned from analyzing this infographic to creating your own infographic later in the term?".

I hope this is helpful and (God help me) correct. I think you have a really good infographic to analyze, solid info in your analysis, and an excellent layout. We're gonna have some excellent papers by the end of the week :)