**Visual Analysis Group Project**

**Due Sept 11th, 11:59 pm**

Choose a tourism campaign from any country. In your groups, write an analysis of the tourism campaign. The kinds of questions you should consider (but don’t have to be limited to)

* what kind of visitors is it addressed to
* how is travel depicted
* what is being marketed and through what key motifs
* what is the emotional content and how is it being conveyed
* how effective do you think these visual strategies are?

Situate what is being “sold”and how considering the border and migration policies of the country in question.

Analyse the visual details of the material (poster, advertisement video, colors, mood etc.)

Refer to at least TWO of the readings from the syllabus (weeks 1-4) in your analysis. That is, select relevant concepts and arguments and put them to use in your own analysis.

**OR**

Write an analysis of the short film [*Becky’s Journey*](https://vimeo.com/106332153).

The kinds of questions you should address (but don’t have to be limited to)

* what dominant assumptions about gender, mobility, and law is the film addressing?
* How does Becky’s perspective counter/complicate these dominant assumptions?
* What are the visual strategies (music, color, mood, focus in shots, pace etc.) that the film uses to make its points? How effective do you think they are?
* What kinds of sympathies and critiques does the film try to mobilize?

There is no need to provide a detailed summary of the film. Instead, situate Becky’s journey in the bigger picture of border and migration policies from/to Nigeria and Italy and jump into your analysis of the film.

Refer to at least TWO of the readings from the syllabus (weeks 1-4) in your analysis. That is, select relevant concepts and arguments and put them to use in your own reading of the film.

**750 words.**

You can include images/screenshots and links to videos that you are analyzing. Captions and bibliography not included in word count.

There is no need to do extra academic readings.