Upcoming Workload

4	*Feb 11*	· Introduce Annotated Images Project · Review Curation Evaluation Criteria and Samples	
	Feb 13	· Introduce Infographic Project · Review Visual Ethics Evaluation Criteria and Samples	*Critical Framework Draft Due (February 15)*
5	*Feb 18*	**HOLIDAY - NO CLASS**	
	Feb 20	· *Critical Framework Peer Review* · Review Annotated Images Evaluation Criteria and Samples	*Curation Draft Due (February 22)* *Visual Ethics Draft Due (February 22)*

Annotated Images

This project asks you to show your understanding of visual rhetorical theory by finding three (3) distinct images and analyzing them.

To begin, find three existing images in the world and write a short (at least 150 words) description and analysis of each image: its context, its purpose, and its effectiveness (ideally using the concepts that you develop in your Critical Framework Statement). Each image should also include annotations which provide readers with a clear connection to your analysis and serve to enhance the overall presentation.

Annotated Images

For your three images, the first should be a still image. The second should be a representative screen capture from a film, video, or digital source. The third should be a map of some sort. Look for unusual, intriguing, or inspiring images that will allow you to show off your visual acuity.

Your project should show your comprehensive understanding of visual texts, as well as provide evidence of your ability to think and write critically about visual objects, and to analyze those visual objects as manifestations of visual rhetorical theories.

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Timeline / Procedures

- February 11 – Introduce Project
- February 13 - Review Evaluation Criteria and Samples
- February 27 – Annotated Images Draft Due
- March 6 – Annotated Images Peer Review
- March 26 – Annotated Images OPTIONAL Teacher Draft Due
- April 12 – Final Annotated Images Due

Deliverable

The Annotated Images can be delivered on the platform of your choice, or as a PDF document, or as a web page (or a mock-up appropriate for conversion to html).

Possible Evaluation Criteria

- Presents Three Images
- Clear Annotations
- Annotations Connect to Descriptions
- Annotations Connect to Context for Each Image
- Clear Understanding of Visual Rhetoric
- Clear Consistent Delivery
- Revised and Edited

Questions?

Possible Evaluation Criteria

- Logical Organization
- Clear Purpose
- Meets Audience Needs
- Platform Enhances Curation
- Clear Consistent Delivery
- Passion / Knowledge Clear
- Revised and Edited

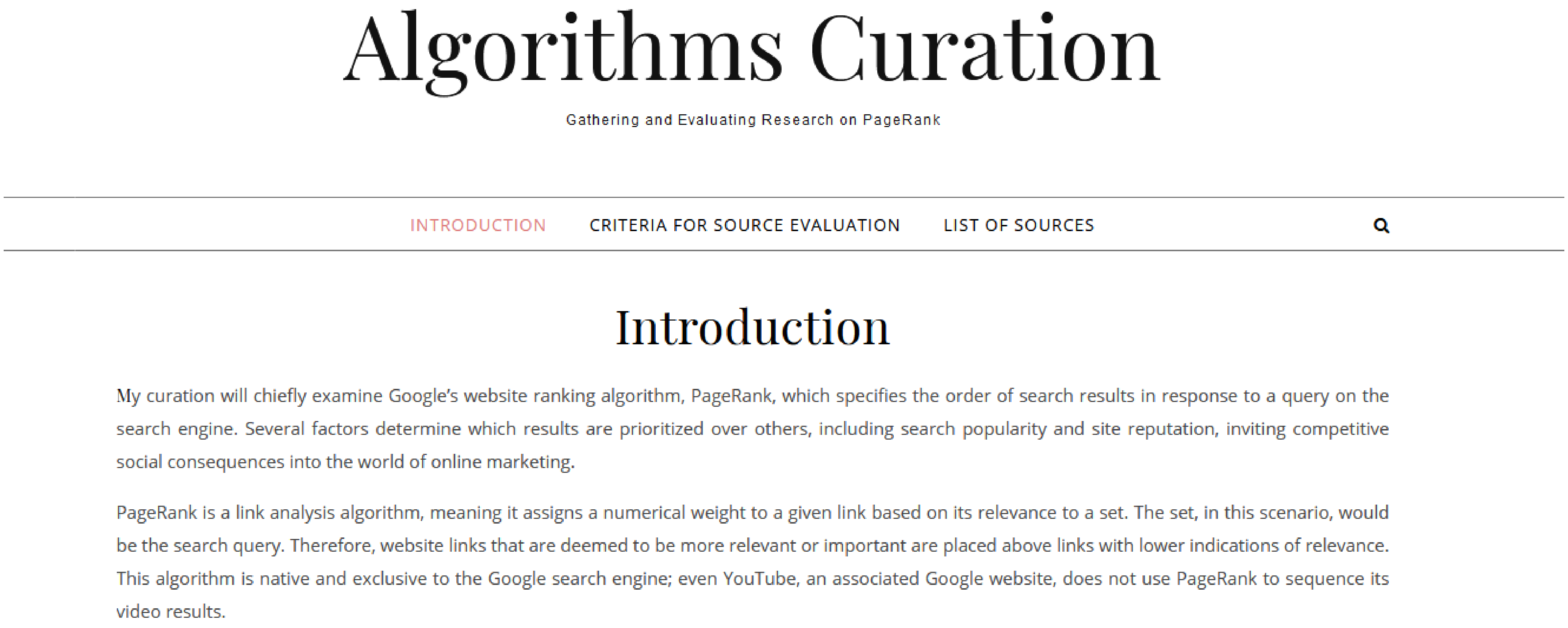
Small Group Peer Review Practice

In small groups:

1. define the criteria for yourselves
2. review the three samples and find good and bad examples of each criterion
3. offer an overall summary and set of recommendations for each sample

NOTE: The samples are not direct translations. The goal is to practice peer review for this *kind* of project.

Whole-Class Curation



Algorithms Curation

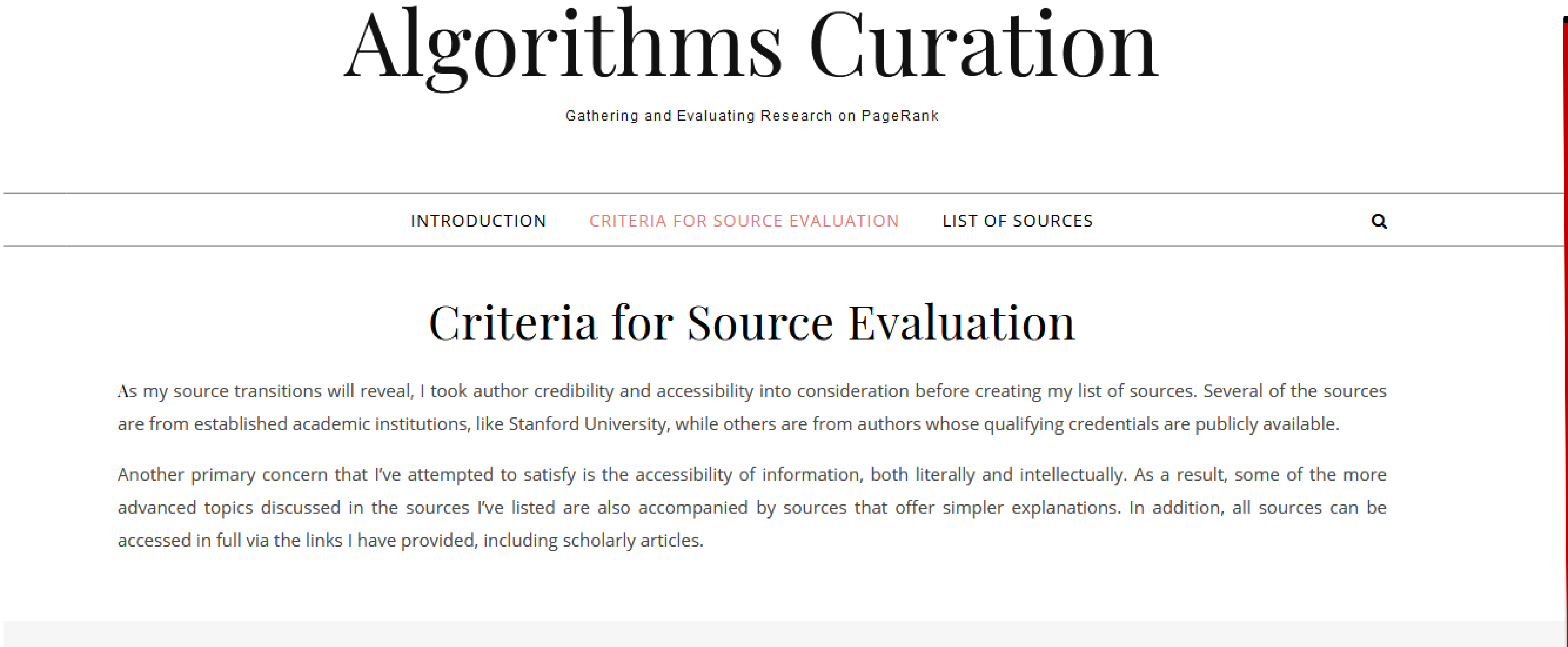
Gathering and Evaluating Research on PageRank

Introduction

My curation will chiefly examine Google's website ranking algorithm, PageRank, which specifies the order of search results in response to a query on the search engine. Several factors determine which results are prioritized over others, including search popularity and site reputation, inviting competitive social consequences into the world of online marketing.

PageRank is a link analysis algorithm, meaning it assigns a numerical weight to a given link based on its relevance to a set. The set, in this scenario, would be the search query. Therefore, website links that are deemed to be more relevant or important are placed above links with lower indications of relevance. This algorithm is native and exclusive to the Google search engine; even YouTube, an associated Google website, does not use PageRank to sequence its video results.

Whole-Class Curation



Algorithms Curation

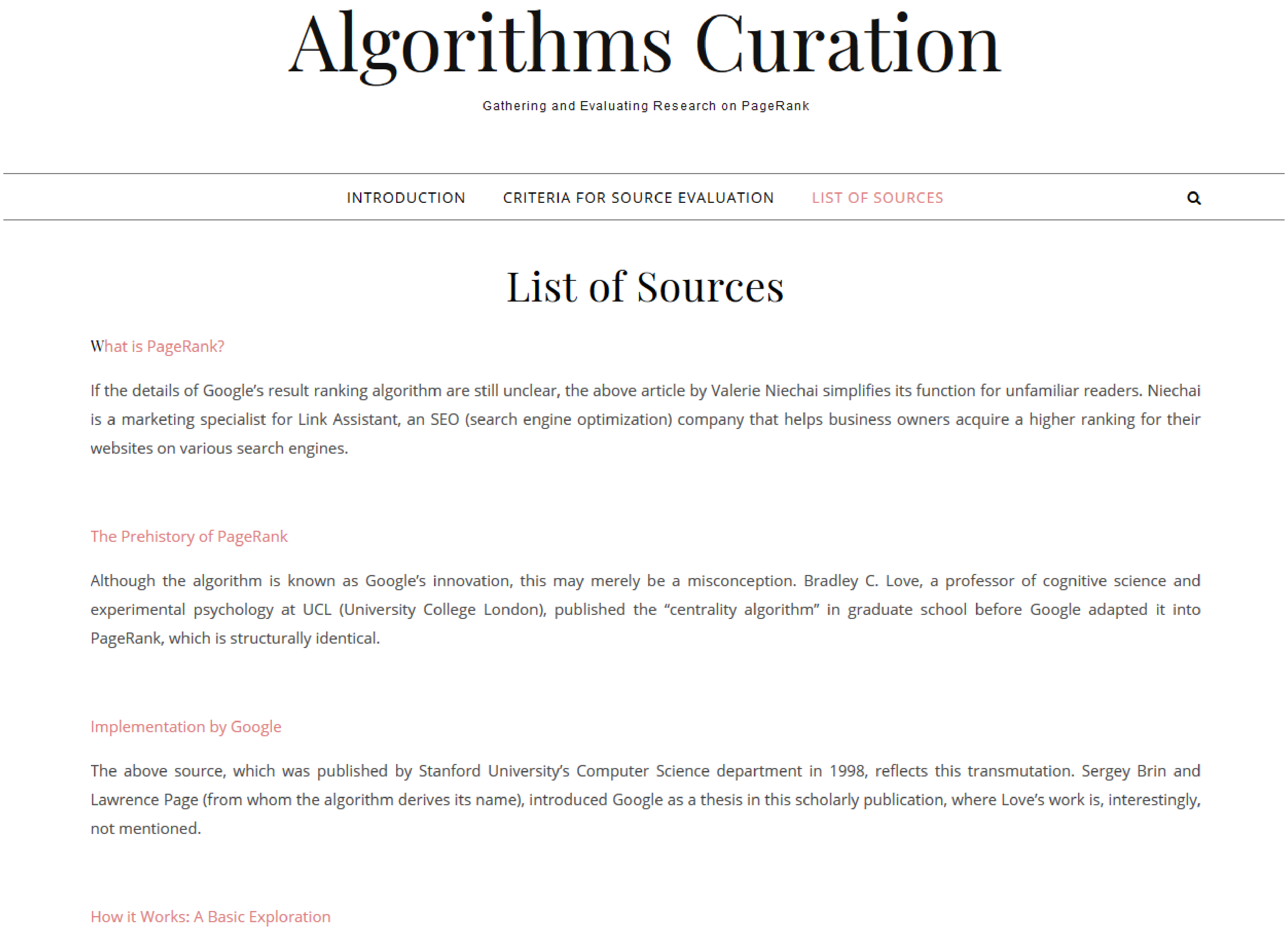
Gathering and Evaluating Research on PageRank

Criteria for Source Evaluation

As my source transitions will reveal, I took author credibility and accessibility into consideration before creating my list of sources. Several of the sources are from established academic institutions, like Stanford University, while others are from authors whose qualifying credentials are publicly available.

Another primary concern that I've attempted to satisfy is the accessibility of information, both literally and intellectually. As a result, some of the more advanced topics discussed in the sources I've listed are also accompanied by sources that offer simpler explanations. In addition, all sources can be accessed in full via the links I have provided, including scholarly articles.

Whole-Class Curation



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INTRODUCTION CRITERIA FOR SOURCE EVALUATION LIST OF SOURCES

List of Sources

What is PageRank?

If the details of Google's result ranking algorithm are still unclear, the above article by Valerie Niechai simplifies its function for unfamiliar readers. Niechai is a marketing specialist for Link Assistant, an SEO (search engine optimization) company that helps business owners acquire a higher ranking for their websites on various search engines.

The Prehistory of PageRank

Although the algorithm is known as Google's innovation, this may merely be a misconception. Bradley C. Love, a professor of cognitive science and experimental psychology at UCL (University College London), published the "centrality algorithm" in graduate school before Google adapted it into PageRank, which is structurally identical.

Implementation by Google

The above source, which was published by Stanford University's Computer Science department in 1998, reflects this transmutation. Sergey Brin and Lawrence Page (from whom the algorithm derives its name), introduced Google as a thesis in this scholarly publication, where Love's work is, interestingly, not mentioned.

How it Works: A Basic Exploration

Practice Groups

Bradford Zion Bianca	Michael John Mason Mara
Joseph Kaylan Nicholas	Lauren Banks Hannah Brian
Marilyn Austyn Julien	

LONGREADS

‘Pain is Weakness Leaving the Body’ and Other Lies I’ve Been Told: A Reading List on Mental Health and Sport

Whole-Class Curation

Practice Groups

Bradford Hannah Banks	John Brian Mara Bianca
Joseph Julien Marilyn	Zion Michael Lauren
Mason Austyn Kaylan Nicholas	

brainpickings

After Silence: Amanda Palmer Reads Neil Gaiman's Stunning Poem Celebrating Rachel Carson's Legacy of Culture-Shifting Courage

Whole-Class Curation

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Banks Joseph Michael Nicholas	John Lauren Kaylan Julien

Work Time

Course Work

If you have any questions, please contact me through Canvas Conversations.