

<b>4</b>	<i>Feb 13</i>	<ul style="list-style-type: none"> <li>· Introduce Infographic Project</li> <li>· Review Visual Ethics Evaluation Criteria and Samples</li> </ul>	<i>Critical Framework Draft Due (February 15)</i>
<b>5</b>	<i>Feb 18</i>	<b>HOLIDAY - NO CLASS</b>	
<b>6</b>	<i>Feb 20</i>	<ul style="list-style-type: none"> <li>· <i>Critical Framework Peer Review</i></li> <li>· Review Annotated Images Evaluation Criteria and Samples</li> </ul>	<i>Curation Draft Due (February 22)</i> <i>Visual Ethics Draft Due (February 22)</i>
<b>6</b>	<i>Feb 25</i>	<ul style="list-style-type: none"> <li>· Introduce Visual Articulation Project</li> </ul>	<i>Critical Framework OPTIONAL Teacher Draft Due (February 25)</i>

Create an infographic that visually interprets, explains, or illustrates a revealing set of data to make a specific point or argument. An effective infographic will address a topic that is complex or difficult enough genuinely to require an explanation that speaks to the needs or interests of an actual audience: giving directions, revealing causes, showing the relationship of elements for improved understanding, planning, or use. In other words, an effective infographic reveals the dynamic and meaningful relations of variables, causes, considerations, or stages which make significant comparisons visually apparent in order to present a thoughtful argument, tell a revealing story, or make a substantive point.

In short, your infographic should be rhetorically sophisticated, present the data (with numbers and words), and visualize the most relevant relationships among that data to make a specific point and a clear argument. The goal is for you to provide evidence of your ability to understand the visual nature of data and to create a visual text that persuades a particular audience in a particular context.

Your infographic should be accompanied by a brief (250-500 word) reflection that describes your infographic in terms of your understanding of the project, the visual rhetorical strategies you used to both analyze and construct the project, and the ways the project enhanced your understanding of visual rhetoric.

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# Timeline / Procedures

- February 13 – Introduce Project
- April 15 - Review Evaluation Criteria and Samples
- April 22 – Infographic Draft Due
- April 29 – Infographic Peer Review
- May 3 – Infographic OPTIONAL Teacher Draft Due
- May 13 – Final Infographic Due

## Deliverable

The Infographic 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

- Logical Organization
- Clear Purpose for the Text
- Visual Representation of the Information
- Graphics Relevant to the Information
- Graphics Appropriate for the Audience and Context
- Minimal Text that Guides Readers through the Graphic
- Revised and Edited

Questions?



# Possible Evaluation Criteria

- Logical Organization
- Clear Articulation of Ethics
- Clear Progression
- Captions Explain Visual Placement Effectively
- Incorporates Visual Examples Effectively
- Analysis Shows Understanding of Visual Rhetorical Theory
- Revised and Edited

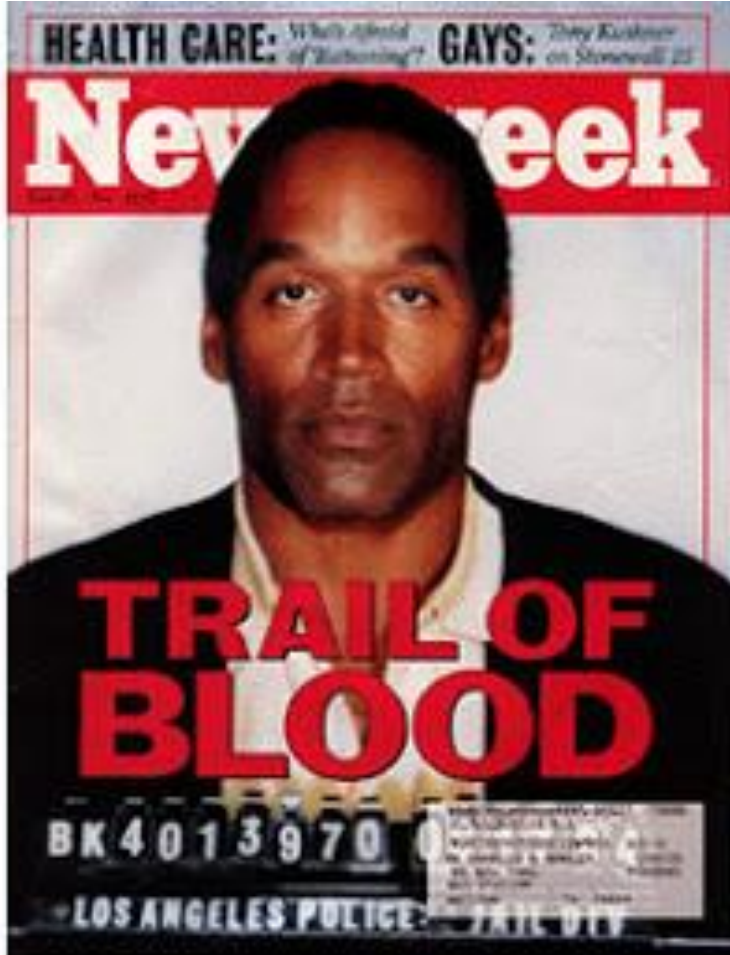
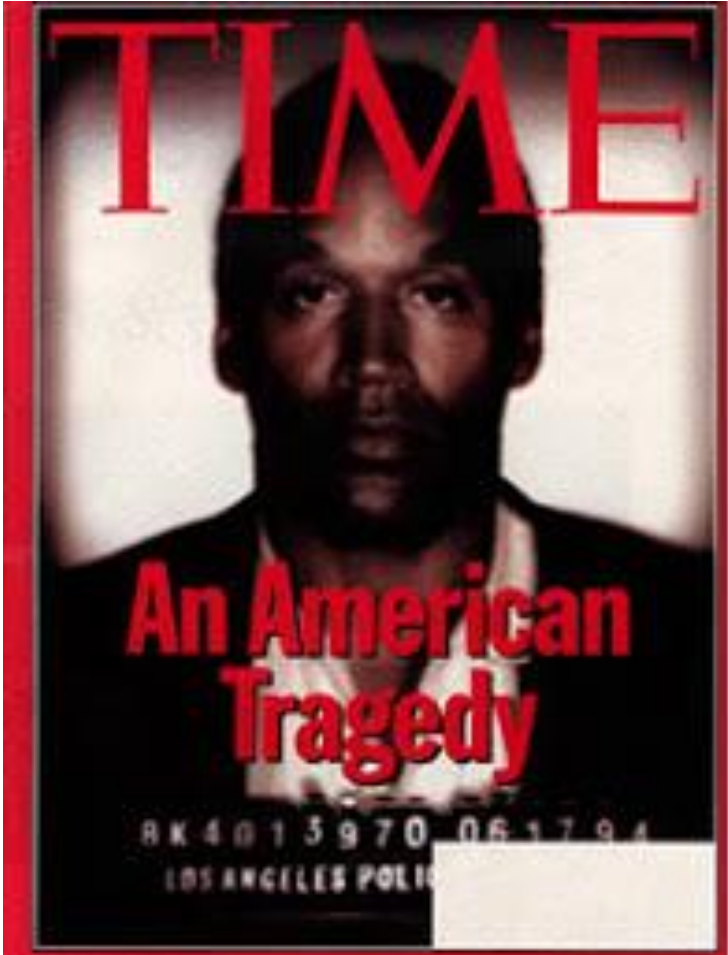
# Small Group Peer Review Practice

Pair up with someone new:



1. define the criteria for yourselves
2. review the three samples and rank them more or less ethical
3. review the three samples and find good and bad examples of each criterion
4. offer an overall summary and set of recommendations for each sample on the discussion board

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



Visual Ethics Compilation



ACTUAL PHOTO

Los Angeles Times



# Visual Ethics Compilation





Visual Ethics Compilation



# Small Group Generative Practice

In your curation groups:



1. each person finds at least one potential image that can be analyzed on an ethical continuum
2. group reviews each of the examples to determine the viability of each for this project
3. group offers a brief review and summary of their examples on the Visual Ethics Practice Review discussion board to assist the class on this project

# Work Time





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