

## The Final Project

Your final project in this class will be a culmination of several smaller projects that help you to identify and analyze a trend in documentary representation and also create a visual response to it. Your final project will involve these four main components:

Identifying a trend in documentary representation

Analyzing a specific visual representation or set of visual representations

Researching academic secondary sources to help you create and support your analysis

Creating your own visual representation that makes a different and responding argument

Your visual production may be a website, a photo-essay, an I-movie, or something else that we decide on together. You will have the opportunity to gather images from websites and other sources as well as use your own photographs that you have taken. You will have the opportunity to use Photoshop to alter these images in creative ways that help you make your argument.

### *Description*

Your final project must provide a sustained analysis of and argument about a trend or issue you have identified in documentary representation. It must respond to this trend or issue both visually and through writing. In other words, it is not enough to simply write about what you have noticed; you must also provide a visual representation of your own that responds to your critique and concerns and that makes rhetorical choices about form and content based on the subject and the positions of audience and author. The visual choices you make and the visual argument you construct must be made clear in your project. Your written analysis should be between 1000-1500 words. Your visual production must include some text to accompany and help direct our perception of the images. However, you may choose whether you want to incorporate all of your writing into your visual production (this works best in the case of the photoessay or website) or to provide a separate “Artist’s Statement” that further explains the rhetorical choices you made in your production and provides a researched analysis. You must provide a formal Works Cited page, and you may either incorporate this into your visual production or turn it in separately.

### *Criteria for Evaluation*

A strong final project...

- Effectively introduces the topic
- Identifies and analyzes a trend in documentary representation using key rhetorical concepts from “documentary gazes” and methods of rhetorical analysis
- Responds to and analyzes at least one specific visual text or set of texts
- Incorporates at least 3 secondary sources into analysis for support (no more than one may come from assigned readings and no more than two from Rhetorical Visions )
- Uses visual images to create a thoughtful and sustained argument and analysis (no minimum or maximum number requirement)
- Makes clear what choices the author has made in selecting and modifying the images and why
- Author clearly connects her or his images to the written text and argument she or he provides
- Visual production develops and evolves a specific analytical thesis that is clear to the audience
- Supports claims and reflections through analysis and examples
- Demonstrates composing and revisions skills provided by Writing Analytically such as thesis evolution, similarity within difference and difference within similarity, applying a reading as a lens, strategies for analyzing sources, etc.
- Demonstrates clarity of structure and coherence of thought
- Blends correct paraphrases and quotations with writer's own prose
- Has coherence: progresses logically and smoothly with 1) appropriate transitions indicating connections between ideas, and 2) attributive tags (author claims/argues/states)
- Concludes by reconsidering introductory question and leave reader with something to consider
- Makes appropriate use of sentence structure, word choice, grammar, spelling, and punctuation that enables rather than hinders clear and effective communication.
- Uses correctly formatted MLA in-text citations

### *Getting There*

The individual projects that lead into your final project will allow you to build and develop skills, experiment with different approaches, and change topics for your final project at any time. They are meant to work together to help you with your final project, but you may change your topic or your perspective at any stage.

### *First Stage – Gazing Back: Looking For New Pictures*

Construct your own photo-essay that counters or reveals a limited vision or perception of an event. Your photo-essay should be clear about the normative representation it is responding to as well as the counter-representation it is offering.

Your photo-essay should consist of around 5 or 6 pictures. Use Powerpoint to construct your essay, and be sure to include some text on each slide to help us determine your intentions with each image. This text should include comments of your own as well as quotes from at least one author from our book.

### *Second Stage – Research Proposal and Visual Storyboard*

This is an important assignment and involves 3 stages: Written Research Proposal, Annotated Bibliography, and Visual Storyboard

#### *Written Research Proposal and Research Questions*

This will include a 2-3 paragraph description of the project you intend to create for your final. Because it is a proposal it will anticipate the work you plan to complete, rather than describing work you have already completed. This proposal will reflect your preparations for your final project, including the primary source(s) and secondary sources you have identified. Note: You do not have to produce your final project based on this proposal (although it obviously helps you to). The proposal must include the following information:

1. What trend in documentary representations have you identified and do you plan to analyze?
2. How do you plan to respond (visually and analytically) to this trend you have identified?
3. What visual sources are you analyzing/responding to? (Who are your primary sources?)
4. What kinds of secondary sources will help you in your analysis and why?
5. What medium/form do you expect to create your final project in?
6. What analytical frameworks from our class will help you?

In order to help you with the second question listed above, you must also create 3 analytical questions that you intend to pose of the visual texts and representational trend you have chosen. . These questions will be fundamental in shaping your proposal and your final project, so take time to think them through and revise them several times. These questions should not be yes/no; rather, they should apply our analytical frame to the primary source(s) you have selected. You must respond to each question in 1-3 sentences by describing how you anticipate addressing this question in your final project, why you think this question is important, and how it will help you analyze representation.

### *Annotated Bibliography*

Select 2-3 primary sources. Provide a brief description and analysis of each primary source you want to use. Separate the description from the analysis in two separate paragraphs (like your short assignments). Each paragraph need only be 4-5 sentences, but be sure that you fully describe and identify each source in your description (where it comes from, what it is, what it does, why it is interesting) and in your analysis be sure to explain what it is you think you will say about this source or why it is interesting to you.

Select 4 secondary sources. One may be from our readings, but no more than one of our readings may count toward your total required number of secondary sources. Provide a brief description and analysis of each secondary source you want to use. Separate the description from the analysis in two separate paragraphs (like assignment 1). Each paragraph need only be 4-5 sentences, but be sure that you fully describe and identify each source in your description (what the main argument is, how the author or authors make the argument, what the most important supporting points are, and where this text comes from/what kind of source it is) and in your analysis be sure to explain how you think it will help you in your final project and why you think it is interesting.

### *Visual Storyboard*

This will provide a visual outline of your final project. Use Powerpoint in order to provide slides that describe (and include if possible) the images that you will use in your project, the specific changes/alterations/adjustments you have made in order to produce a visual argument, and the organization and distribution of your written comments and analysis. Whether you are producing a photo-essay, a webpage, a brochure or an I-movie, this will describe not only what you will do in your final project but how you will do it.

### *Third Stage – Summary and Analysis of One Secondary Source*

You will produce a summary and analysis of one of the secondary sources you are considering for your final project. This must be an outside source, in other words not from our readings or from *Rhetorical Visions*. Include a full MLA citation of your source at the top of your page.