Students will create either a brochure or an infographic (NOT both) about their chosen community problem. See p. 156-164 of The Handbook for specific guidelines. Students will include a short reflection with their visual argument. Please last page for more detailed guidelines for the reflection.

**Mini-lecture: The Visual Argument**

In this assignment, you will advocate for policy change based on your Community Problem Report. You will argue for policy change using ethos, pathos, and logos. You will select a genre for your visual argument that suits the community you are composing to. Your choices are:

* A Brochure: There are brochure templates in Microsoft Word and Pages, but that doesn’t mean that it’s an easy assignment.
* An Infographic: A collection of images and data. You can google Infographic to see examples.

Choose from one of the following style of argument to use for the Visual Argument.

**Mini-Lecture: Aristotelean Arguments**

There are many different ways of creating arguments; in this class, we're going to go over two of them. The first is Aristotelian Arguments.

Aristotelian arguments are a “traditional” form of arguing--this is probably what you were taught in high school. You seek to validate your own position. Typically, you refute another person’s argument or create a “strawman” to attack. This style of argument follows this format:

* + Context/background (what is the debate; how did it start; why has it not been resolved; etc.)
  + thesis (what belief should your audience adopt; what set of actions should they perform)
  + support of thesis (major reasons and corresponding evidence for why your thesis is valid)
  + concession (in what ways MIGHT your opponent be correct)
  + refute opposition (in what major ways is your opponent incorrect)
  + conclusion (relevance or course of action)

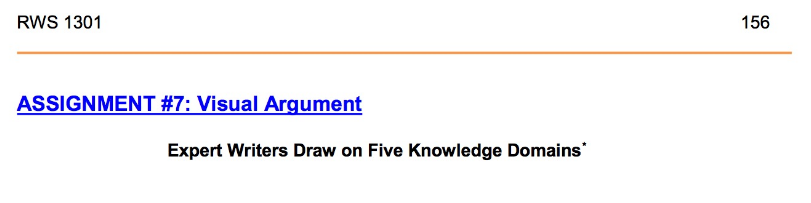
This is one style you can use in your Visual Argument.

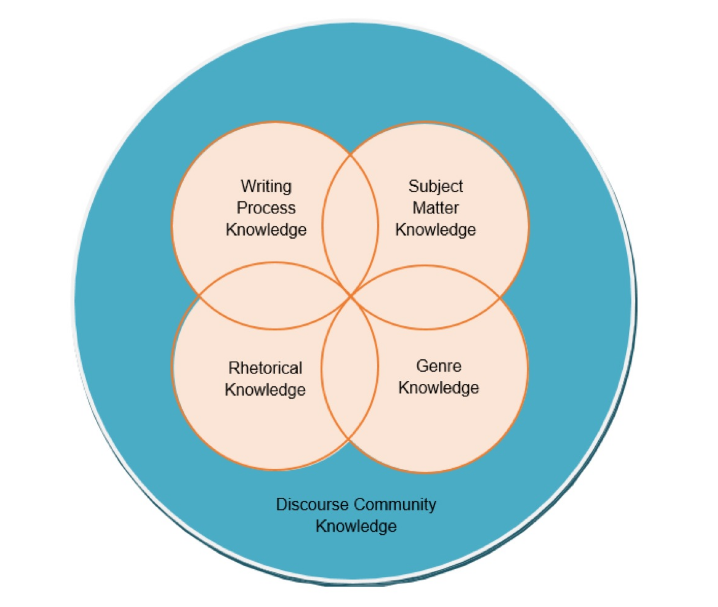
**Mini-Lecture: Rogerian Arguments**

A less common style of argument is Rogerian Arguments. Rogerian arguments focus on consensus building. Typically, you validate your opponent’s position and argue for a compromise that will benefit both you and your opponent.   
Usually, you follow a method like this for Rogerian Arguments:

* + Validate your opponent's position: what is your opponent’s perspective and how is it understandable?
  + State your own position: What is your position and how is it similar to your opponent’s?
  + Suggest compromise: what outcome would be ideal for all parties?

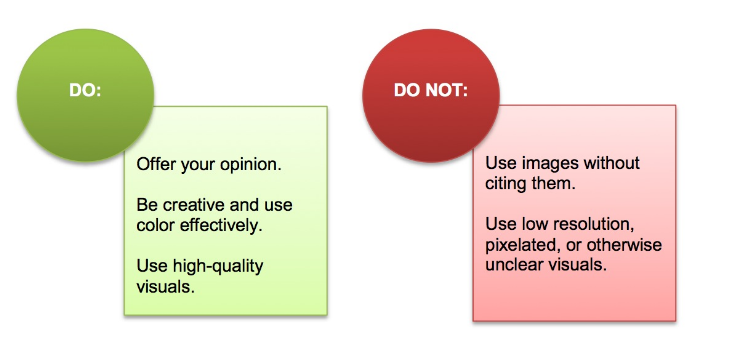
This is another model that may work for your Visual Argument.

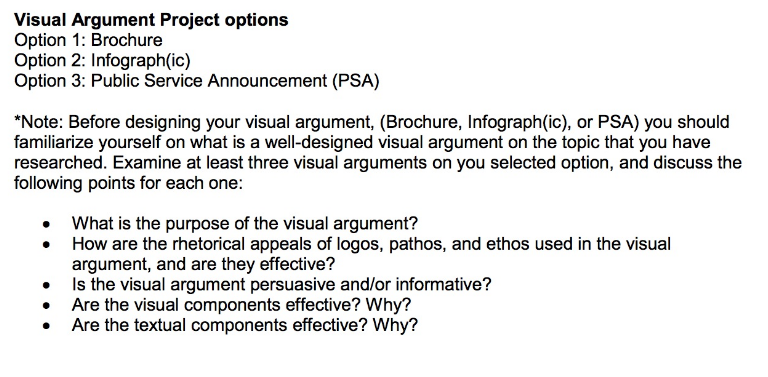




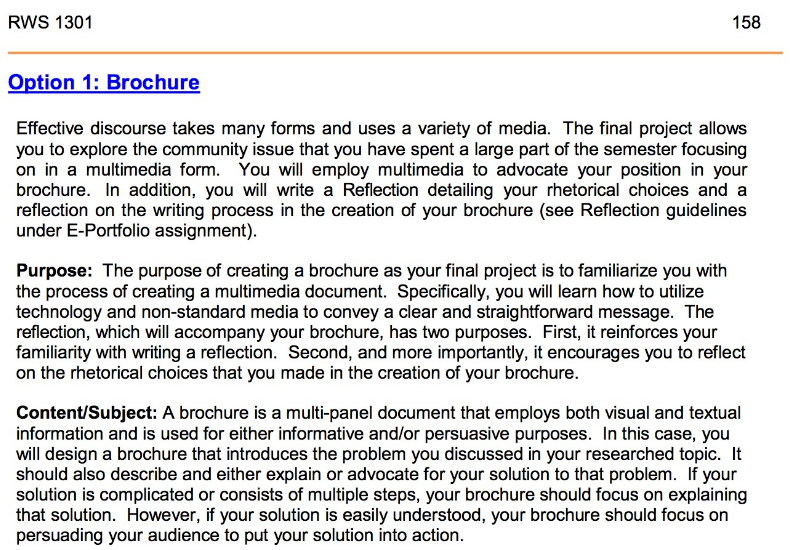
Helpful Link: <https://multimodalstudies.wordpress.com/what-is-multimodal-literacy/>

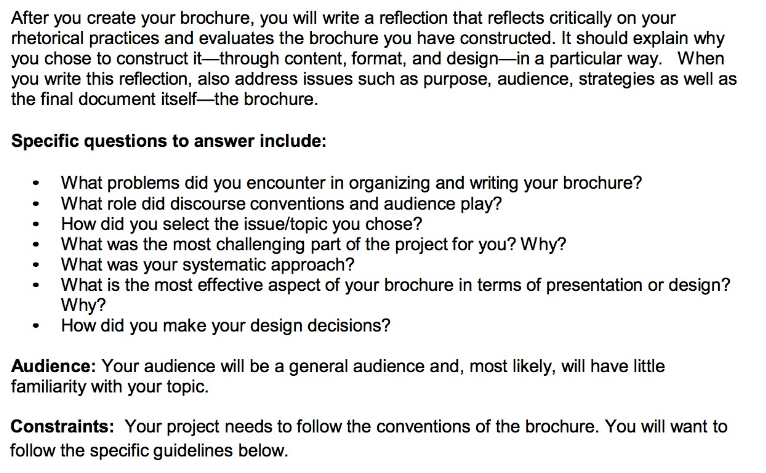


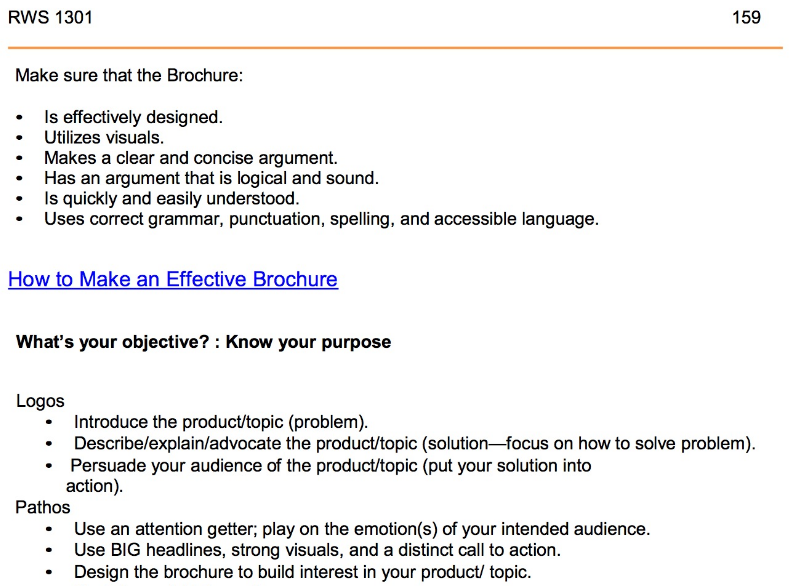


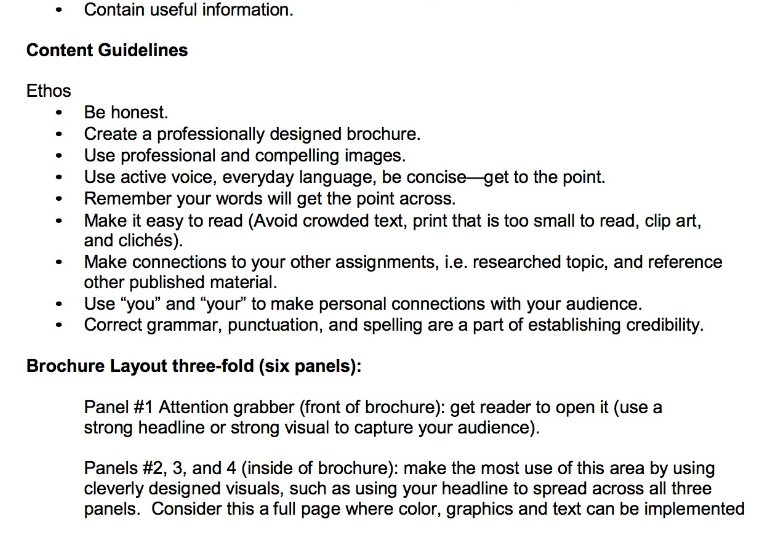


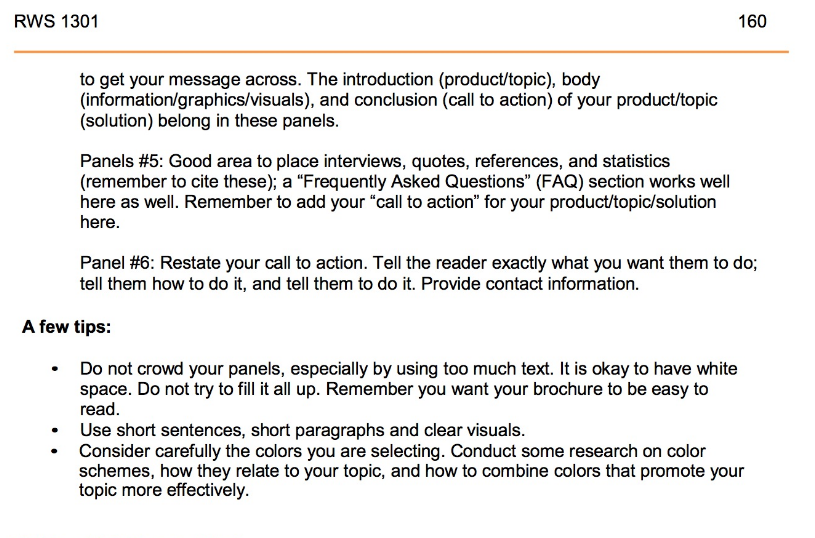
Please ignore the Public Service Announcement (PSA): Choose either Option 1 or 2 please.

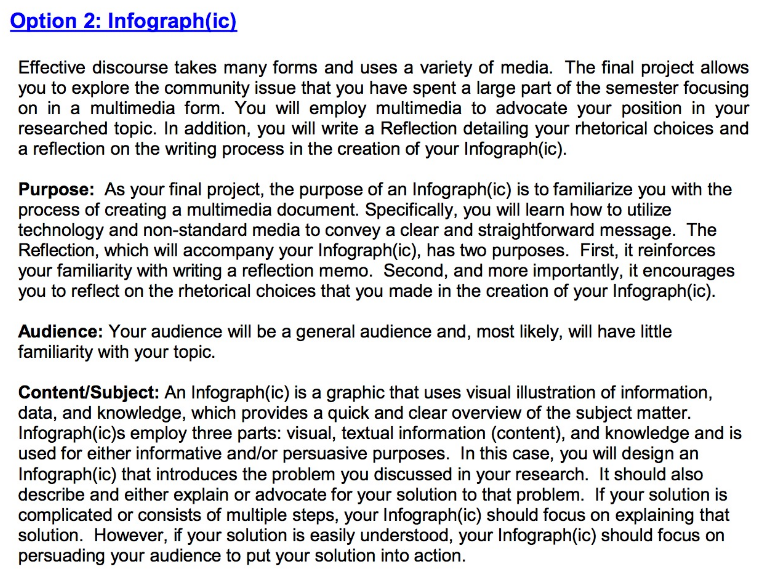


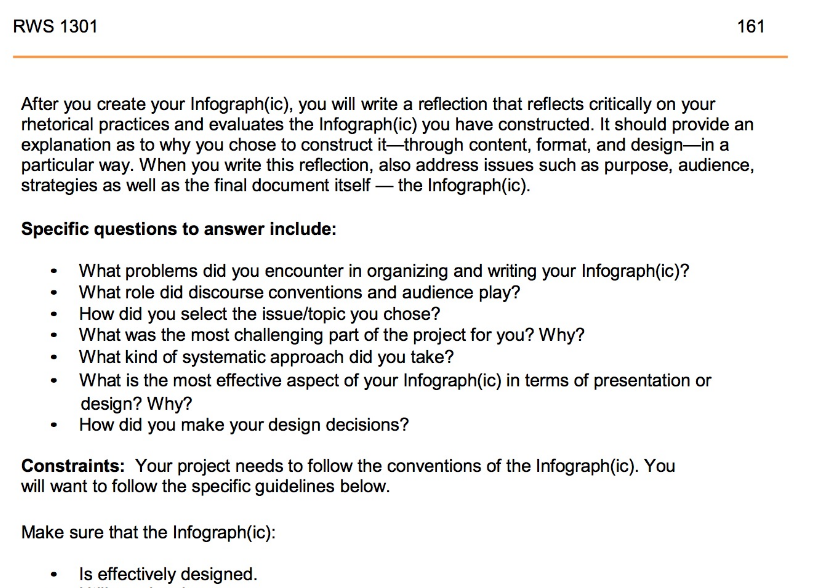


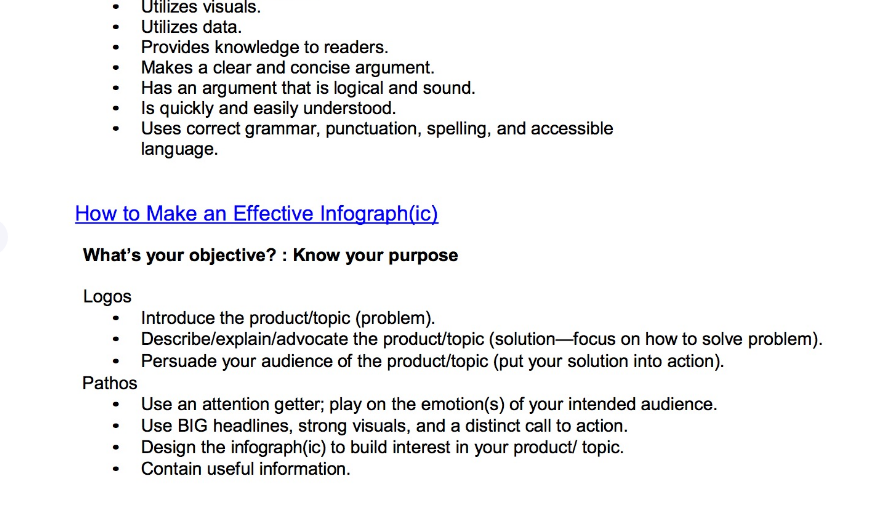


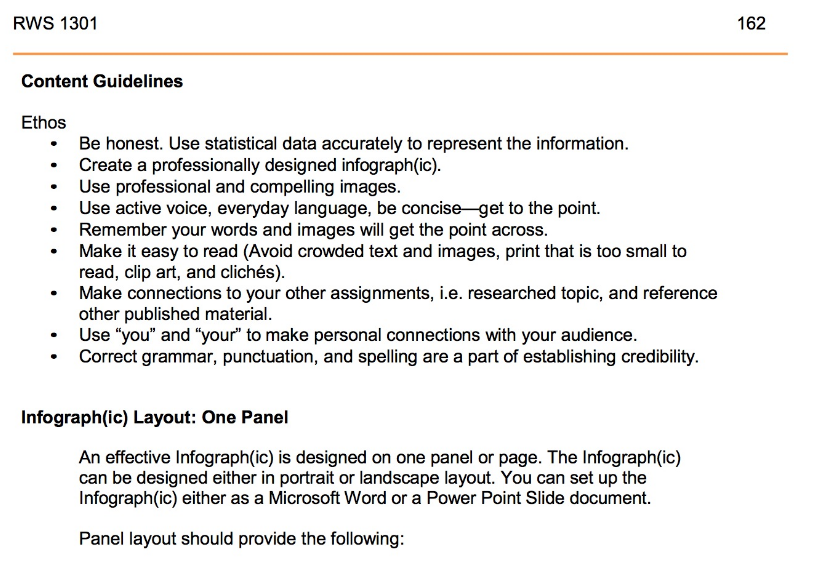


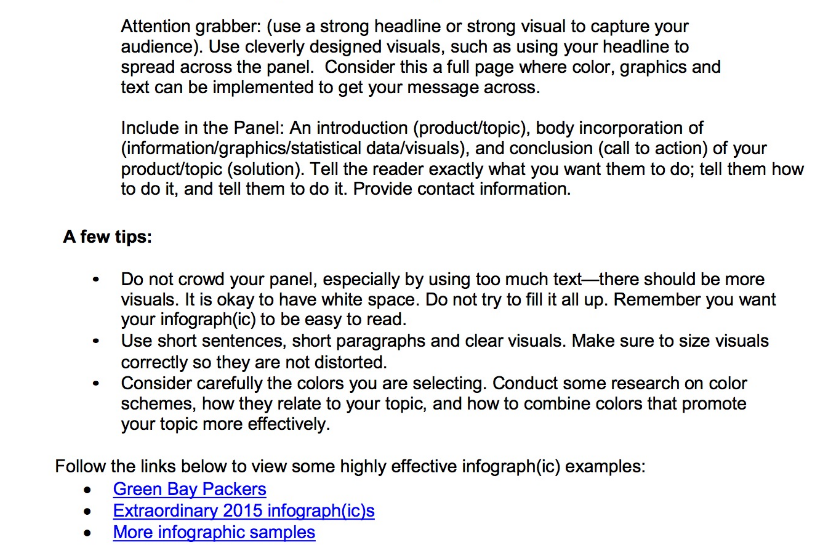












Links for the above page:

1. <http://www.packers.com/news-and-events/infographic/article-1/Infographic-Green-Bay-Packers-2014-Schedule/37113ff8-274b-4045-aad1-2513c8a09c67>.

2. <https://blog.hubspot.com/marketing/best-infographics-2015#sm.0000bat3qwax9eij11h7bildhe45q>

3. <http://www.example-infographics.com/>



