Image Analysis Essay

**Due Date:** Due by the “on-time” due date posted on the Assignments Checklist
**LATE Submission:** Last opportunity to submit the essay is posted on the Assignments Checklist. Late submissions receive a deduction of 10 points. NO late submissions are accepted after the Late Submission deadline.
**Minimum Word Count:** **1,000 Words**

**>>>>>>Read the information in *MindTap*, Chapter 4.** It discusses how to investigate a “text” that is an image. What you are really doing is a “rhetorical analysis,” but we won’t use those words because they make the assignment sound really scary and hard.
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BASIC ASSIGNMENT: Choose an image that creates a visual argument, and analyze it to tell us HOW it is trying to persuade us to purchase something or believe something or DO something. Break it down into its parts, visually, and help us (US=your readers, your instructor, your peers in the class, possibly future academic persons in higher education). **Your *MindTap* reading assignments should help you understand this, so please make sure you do your readings over weeks 1 and 2.**

**Part One Steps: Guide for Creating a Rough Draft**

Step ONE: Read through the MindTap assignments for Chapters 1 and 2.

Step TWO: Find an image to analyze. Remember to save the web address! You will need it for your works cited page. Examples of image/visual “texts”:

* A political cartoon
* A product advertisement
* A public service message
* A video

Step THREE: You should create an outline for your rough draft because it will help you make sure that your arrangement of points for your essay is logical. There is an optional OUTLINE TEMPLATE below.

Fill out your outline with some minimal information. It is a guide, not a finished product, but if you have some ideas filled in, it will help you develop your rough draft and/or final draft of the essay. It can be very, very rough, but you should have something started as soon as possible. You only have two weeks to find your image, rough out an essay, and “perfect” your final draft.

OUTLINE: Here is your optional outline template.

Rhetorical Context: This is NOT part of your essay, but it is required:

1. AUDIENCE
2. CONTEXT
3. PURPOSE
4. TONE

Start your essay outline:

I. (Paragraph 1) Introduction to help your readers understand the nature of the work. You don’t need tons of information in your intro, but you should be able to give us some kind of idea what your image is about. PLUS saving this information will help YOU later when you need to make sure you have your documentation information:

* What is it? An ad? A political cartoon? A ????
* Artist’s name, if given
* Name of company or institution or???
* Publication information—website address, name of the website

A. Thesis statement: For this essay, your thesis statement should tell us what the ARGUMENT of the image is. This webpage may help: <http://writingcommons.org/open-text/information-literacy/visual-literacy/breaking-down-an-image> <--*This* is the demonstration of how to break down a visual argument using an ad.

II. (Paragraph 2) Description of the work—Describe what is going on in your visual element/text/video. If there is pure text with it (words), tell us what they are, as well.

III. (Paragraphs 3-6, more or less) Interpretation and/or evaluation: Here are some helpful items that may give you guidance for “breaking down” your image. Try for at least three:

1. ARRANGEMENT
2. LOCATION
3. SCALE
4. TEXT
5. TYPOGRAPHY
6. FONT SIZE
7. FONT TYPE
8. COLOR
9. CONNOTATION
10. READABILITY

IV. (Last Paragraph) Concluding Thoughts on the Image

**Part Two Steps: Guide for Creating a FINAL Draft and Submitting for a Grade**

**You may choose not to follow the optional outline step, above; however, you may find that various aspects of your final draft end up lacking (especially the breakdown of elements of interpretation and evaluation, above). The following suggestions should help you rough out an actual essay; after that, you will need to proofread and edit it and then submit it!**

1. Using your outline, begin to create your essay. Start by creating an outline; you will not have a lot of time, but try not to skip this stage. As you draft, it should be “loose.” If you follow this step as recommended, however, your final draft will almost certainly benefit.

The mistake many people make is to try to submit a finished product for grading and omit this working step. TIP: Trying to make your first work with your essay into a final, finished draft is a mistake made by **beginning writers**. Use the outline and create a rough draft to get your writing kick-started and then really DEVELOP it for the final. You will get a better paper this way.

2. Your only source for your analysis is the IMAGE you have chosen. However, you still must document it. That means that if it has a caption and you quote it, you must use an in-text citation that makes it clear where the information came from. **IN ANY CASE, you must give us the image web address AND create a Works Cited page.** You can use our *MindTap* handbook; you can also use the Purdue OWL: <https://owl.english.purdue.edu/owl/resource/747/02/>

3. Transitions: Start NOW to put transitions in between your paragraphs, if you have not already done so. Remember this site: <http://www.smart-words.org/linking-words/transition-words.html>. Or you can also begin the new paragraph by including one of the important words from the last sentence of that last paragraph. Please use transitions!

4. **A Works Cited page is absolutely REQUIRED for your final draft that you need to upload by the on-time submission date on your Assignments Checklist.**

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