

Assignment Guidelines - Visual Analysis Essay

Compose a 3 - 4 pg. analysis of a visual text of your choosing. The image you choose can be a work of photojournalism, a documentary photograph, a fine art photograph, a visual essay, an illustration, an advertisement, poster, etc. The image should be intended for a broad, public audience.

Some questions to consider when composing your analysis include:

In what source did the image appear? What is the target audience for this image?
For what kind of audience was the visual created? Hostile? Friendly? Neutral?
For what purpose was the visual created?
Who created the image? What do you know about the goals of this person or group?
What issue is the image addressing?
What position does the image take on this issue? How can you tell? Do you agree with this position?
Does the image include words? If so, what points do they make?
Is the image a refutation or argument against a particular position?
Does the image reinforce or undermine certain assumptions?
Is the image effective? Convincing?
What is the significance of the way the various elements of the image are composed or brought together in a manner that expresses a particular meaning?

The First Draft of your Visual Analysis Essay is due at the beginning of class on Friday, **Oct. 20**. The Final Draft is due Friday, **Oct. 27**. Essays should conform to MLA style guidelines.

If you are unsure whether the image you've chosen is suitable, please feel free to send it to me for approval.