**[The Visual Project]**

As we will discuss in class, the environment is a rich topic for visual-based information because imagery appeals to audiences ethos so well and because environmental information is often scientific and writers need a way to convey complex information. For this reason you all will be create a visual project for an environmental issue.

1). Create a visual an environmental issue that is close to you. It can be a hometown issue, an issue important to college students, or an issue important to your future field. Some modes to choose include:

* Infographic
* Poster
* Advertisement
* Brochure
* Buzzfeed List
* Video
* Other (please check with me)

2). Write a 1-2 page memo justifying design choices. Issues you should address are:

* Who was the intended audience?
* Why the mode you chose is most appropriate to the rhetorical situation (audience, context, purpose)?
* Organization?
* Information used?
* Process (most challenging? Most rewarding?)?

Include a works cited page for all information used in your visual.

No matter what mode you choose, each visual-based project should present a clear narrative regarding an issue that is well-designed and understandable to your audience.

**Due Dates:**

Peer Review – Tuesday, October 7

Final – Monday, October 12