

Visual Mode Project:

An infographic via Canva+ video reflection

Summary

For this project, students will create an infographic with Canva that leans into the visual mode. *This project has an associated reflection* in which the creator will use OBS to turn that infographic into a commentary video. The project has

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Introduction

The Isolation of the visual mode is impossible but we can bend our thought toward the visual. Just as nothing happens in a vacuum, signs in the visual mode cannot be extricated from space. Anything we see is in space. Since we know that anything in space must have a spatial meaning we will acknowledge that spatial aspect as necessary and then concentrate our efforts toward the visual. Various semiotic resources of the visual mode include, tint, shade, hue, color, saturation, motion, line, vector, shape, size, texture, framing, symbol, icon, lighting, and many more. Some of these overlap with Spatial. Some have a sense of time and some are asynchronous. Some are very general and some are quite granular. All of these resources carry the ability to alter the intended meaning—and thus, the perceived meaning—of a text.

“Where will we get our subject matter for this project Dr. Robertshaw?”

The topic of the Visual Project shall be . . . self-selected from these 4 broad areas:

1. Recognizing the signs of mental health distress in others
2. The personal process of course selection for college students
3. Your Project Workflow Process
4. Events in one ten-year span of time

Note: Since there is a lack of a proposal for this project, you should bounce ideas off your peers and ask certain questions of yourself. (6 heuristics work)

- Who is my audience? (PG-13)
- What is my purpose?(communicating in the visual mode)
- Where I work on this?
- When will I be finished?(about 2 weeks)
- Why do I want to do this?
- How can I make it? (tools)

The Learning Objectives

- demonstrating through descriptive composition what the visual mode offers, and limits us to
- choosing a selection of visual resources and developing a communicative composition with them
- considering the audience and their needs when it comes to the visual mode of communication
- demonstrating, through editing, understanding about how the audience consumes visual media
- employ editing, framing, and composition to demonstrate knowledge of the overlap of the linguistic and aural modes
- Articulate in a written reflection a clear understanding of how and why choices are made in composition with the visual mode

Deliverables

This project has three deliverables; a Draft, a CRC, and a Reflection. Since there is no proposal for this project you should be accountable to yourself for research and physical prewriting.

The Draft

Purpose

This Draft will consist of an Infographic designed in Canva, and a storyboard with scripted stop points.

1. First, use the snipping tool or cropped screenshots to create a numbered storyboard or a rough visual sketch for your project. You can do this on paper, in a word doc with shapes, or on CELTX. This is a process document that you need to keep and use but not turn in.
2. Second, You will design your infographic in Canva using what you know of the semiotic resources of the visual mode. Canva has tons of templates but I don't want you to just slap your idea into a template and call it done- that is what we do in emergency mode. Instead, I want you to understand (and later articulate in your reflection) why you chose the layout you did. Every aspect must be considered. Some will be left alone but other resources must be altered to fit your creative and communicative vision.
3. Submit the draft as an exported or PDF for the submission on Canvas to facilitate the ease of markup comments.

Timing

The Draft will be reviewed by two of your colleagues who will look for errors, and for readability, formatting, completeness, and above all clarity in communication. You will use the feedback from those review comments to prepare your final CRC. In turn, you will proofread two of your peers' drafts. It is important to get this done early in the week to allow your peers to actually use your feedback.

Scoring

This deliverable will be evaluated as complete/incomplete. A mark of Complete is necessary to move to the next phase.

The CRC Final

The final copy of the Visual Mode Project

Purpose

This deliverable should be as complete as you can make it. You have received the feedback from your peers and have revised accordingly. PDF files are the recommended standard because they preserve document formatting. You will return to Canva to make those edits and improvements and then export a new document when it is ready for the camera. This is your show copy, your Camera Ready Copy. Remember though, until it leaves the publisher changes can still be made . . . they just get more difficult to make as we approach press time. Save time for a final proofread before you export into the static form of a PDF.

Timing

This CRC will be submitted about a week after the Draft was submitted.

Scoring

The project is worth 10 points or 10% of the final course grade.

Reflection

Please submit a reflection in the form of a 3-5 minute vlog-style video:

- Where you employed the visual mode and why
- how you feel about the result of that application of the visual mode
- what you might do differently next time
- what you will take away (specifically concerning the creation of this project and the visual mode of communication)

Timing

This reflection will be submitted about a week after the CRC was submitted. See Canvas for official date.

Scoring

The reflection is worth 4 points or 4% of the final course grade.

(Optional) Timetable for you to use in planning your work schedule—you do not have to use this but please, use something to plan and track your progress.

Activity	Start	Complete	Submission	Notes
<i>Proposal</i>				
<i>Draft</i>				
<i>Edit</i>				
<i>Revise</i>				
<i>Feedback</i>				
<i>Rough Draft</i>				
<i>Draft</i>				
<i>Edit</i>				
<i>Revise</i>				
<i>Feedback</i>				
<i>CRC</i>				
<i>Revise</i>				
<i>CRC</i>				

Other Requirements

Please save all files in this course as:

[*Lastname*].assignment.stage.fileextension

For example my file for the draft would look like:

Robertshaw.[project].draft.pdf

And for the final it would look like:

Robertshaw.[project].crc.pdf