WRTG 3305 // project 1 assignment prompt

project 1: visual rhetorical analysis (10%)

With the launch of a business comes professional branding: a website, pamphlets, business cards, logos. Good branding is recognizable, memorable, and true to the client. Branding can help small businesses establish legitimacy and build clientele. For the first project, you will identify a local business, research their organizational goals, and write a visual rhetorical analysis of their professional branding.

requirements.

1. examples of organization’s visual branding. You will use these for your analysis and include images/scans of them at the end of your memo.

2. two-page visual rhetorical analysis. You will write a rhetorical analysis of a local business and their visual branding. A rhetorical situation occurs when a writer, audience, and context come together to communicate a message. In this case, you will analyze how a local organization (writer) communicates messages through different visual media (context) to their clients (audience).

   Your analysis will be structured as a 2-page memo with the following sections:
   - Introduction
   - Overview of Local Business: mission statement, values, services, clients
   - Visual Rhetorical Analysis
   - Conclusion
   - Appendix: visual examples

Project 1 is due by class on Tuesday, September 12th.

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