

This peer review assignment has several intentions. It's meant to help other students address the impact of their documents on a peer audience, to apply the particular assessment frameworks of *Writer/Designer*, and to offer constructive suggestions for achieving a rhetorical purpose.

You may write your review in Word, as a Google Doc then downloaded as a Word or PDF file, or as a voice recording, so long as a file can be created and attached to the comment window in SpeedGrader.

First, simply take a few minutes to examine the infographic unaided by your text. Observe the composition's images, text, colors, and messages. Reflect a little bit on your reaction to it.

Next, you will write two analyses of the infographic. The intended audience is its creator.

The first one will use the framework from Chapter 2, "Rhetorical Analysis" (21). Specifically, you will describe the **rhetorical situation** in about 200 words by determining the **audience**, **purpose**, and **context** of the infographic. In other words, you must ask:

- 1) Who is the intended **audience** for this graphic? Is it a receptive, neutral, or hostile reader? (As we have discussed, the last group is nearly impossible to persuade.) What interests does an audience member have to share with the creator in order for the rhetorical appeals to work? What knowledge must the reader bring in order to find the graphic compelling? Lastly, what could be included in the graphic to either broaden its audience or to better appeal to audiences that it seems to already identify?
- 2) What are the **purposes** of this text (you may use the terms **primary** and **secondary** to address what seem to be major or minor aims)? What might it specifically hope to accomplish in terms of persuasion? Is it limited to raising awareness? Does it seek to inspire action? Does it wish to create or strengthen a sense of community? Just as with the question above, you will offer suggestions on: a) how to accomplish other purposes besides the one/s currently being pursued; and b) how to better accomplish the purposes to which it already seems to be working.
- 3) What is the **context** in which the graphic occurs? What is the situation in which a reader/viewer is likely to encounter it (e.g. as a poster, web page, graphic within a larger article; on a laptop, phone, or desktop computer)? What medium would be most effective to circulate it? What events going on in the media cause it to be timely or relevant? (More specific is better--search online briefly if unsure.)

After you have completed this thematic analysis, you will analyze **design choices** (31): **emphasis**, **contrast**, **organization**, **alignment**, and **proximity**.

For each design choice, you will: a) describe what the graphic does presently; b) talk about the effect of those choices; and c) make recommendations for what other choices might be more effective or visually pleasing.