Unit 3: Multimodal Rhetoric Remix
Assignment 6: Photo Essay Presentation

Overview:
For this assignment, you will present your Photo Essay to your peers. You will give your presentation on one of the following days:
- Friday, December 9th
- The time of your scheduled Final

Purpose and Focus:
As with any assignment, you should look at this presentation as a rhetorical text, which you are delivering to a specific audience with a specific purpose in mind. When preparing for this assignment, you should consider how you will achieve the following purposes:
- To inform your peers about your topic/argument.
- To engage your classmates with a multi-modal presentation.

- Your focus will be determined by your thesis in Assignment 4 and Assignment 5. You should, therefore, inform your audience about the thesis of your argument.

Development for Audience:
The audience for this essay will be your classmates and your instructor. In order to best achieve your purpose (to inform) with your audience, you’ll need to:

- Carefully consider what information your classmates will need in order to understand your topic and your work in Assignment 5. Make sure that you are prepared on presentation day with a complete Photo Essay (photos, narrative, captions etc.).
- In showing your audience your Photo Essay, you’ll need to develop your ideas in this presentation by providing your audience with the following information:
  - What topic did you choose to research and write about? What is your claim?
  - What reasons did you develop to support your claim?
  - What counterargument did you choose to respond to? How did you respond?
  - What was your purpose?
  - Who is your audience? Why was this an appropriate audience for your topic?
  - Highlight one rhetorical choice you made that might have helped you to achieve your purpose with your audience.
  - Indicate which photographs were taken by you.

- In addition to informing your audience about your topic, consider your classmates’ values. What expectations does this audience have of you, as an author? What rhetorical choices will help you best meet those expectations?
Genre and Organization:
Your genre is a 5-minute multi-modal presentation. In this presentation, you will use your Photo Essay as a visual aid to guide you through the presentation. Consider how you will adapt your photo essay to meet the conventions of this genre. In doing this, consider these genre requirements.

- Your presentation should be multi-modal, informative, and visually engaging.
- You should relay your information in an organized and logical manner, so that the audience can easily follow the main ideas.
- Your Photo Essay should work to support the ideas, presented by the speaker.
- Your presentation should be no more than 5 minutes long. Because it’s important that we get through all presentations, each one will be timed, and you will be cut off after 5 minutes.

Style and Conventions:
As with all class assignments, the style and convention of your multi-modal presentation should meet those of the genre.

Presentation
- As a speaker, make sure that you are making eye contact with your audience and speaking in a clear and audible voice.
- The presentation shouldn’t appear unrehearsed or as though you’ve put it together “last minute.” Make sure that you are prepared to present your information smoothly, enacting appropriate transitions between your ideas.

Visual Component:
- Any text that you present on your visual should be legible to your audience.
- Your interactions with the visual aid should be smooth and well-timed.
Hierarchy of Rhetorical Concerns for Feedback and Evaluation: Photo Essay Presentation

Your assignment will be evaluated based on the following hierarchy of rhetorical concerns and the extent to which the assignment effectively achieves its purpose with its audience in the given context. The following questions will be used to guide the feedback and evaluation of the assignment.

**PURPOSE and FOCUS:**
- Does the presentation work to achieve the purpose of informing the audience about the speaker's topic?
- Does the presentation work to achieve the speaker's purpose of engaging his or her classmates?
- Is the speaker's thesis clearly stated?
- Does the tone and voice of the presentation match the context?

**DEVELOPMENT for AUDIENCE:**
- Does the speaker carefully consider what their classmates will need in order to understand their topic?
- Does the speaker develop their ideas by providing their audience with information about their claim, reasons, and counterargument?
- Does the speaker inform their audience about their work on A5 with clear explanation of their audience, their use of rhetorical appeals, and one rhetorical choice?
- To what extent does the speaker consider their own audience's values and expectations in relation to the presentation?

**GENRE and ORGANIZATION:**
- Is the presentation informational, multimodal, and visually engaging?
- Does the speaker relay their information in an organized and logical manner, so that their audience can follow their ideas?
- Does the Photo Essay work to support the ideas presented by the speaker?
- Is the presentation roughly 5 minutes in length?

**STYLE and CONVENTIONS:**
- Is the speaker making eye contact with their audience and speaking in a clear and audible voice?
- Does the speaker present their information smoothly enacting appropriate transitions between the ideas?
- Is all text presented on the visual aid legible?
- Are the speaker's interactions with their visual aid smooth and well-timed?
Grading Criteria

An "A" (excellent) Presentation (90% +):

- Will provide their audience with relevant information such as their claim, reasons, and counterargument. Additionally, the speaker will provide a clear explanation of the author's audience and their rhetorical choices.
- Will work towards the purpose of engaging and informing their audience by showing a strong consideration of the needs, values, and assumptions of their audience.
- Will relay their information in a logical manner, so that their audience can follow the presenter’s ideas.
- Will be multimodal and visually engaging; the Photo Essay should work to support the ideas in the presentation.
- Will be no more than 5 minutes in length.
- The speaker will make eye contact and speak in a clear and audible voice.

A "B" (good) Presentation (80% +):

- Will provide the audience with relevant information such as the claim, reasons, and counterargument. Additionally, the speaker will provide an explanation of the author’s audience and their rhetorical choices. However, some of these ideas might not be as clearly stated as they could be.
- Will show a general consideration of the needs, values, and assumptions of their audience, however their presentation might not meet all of these needs. They might rush through important information or fail to consider some of their audience’s values and beliefs.
- Will relay their information in a logical manner, however, at times, they might jump from point to point too quickly or present some of their ideas in an unorganized way.
- Will be multimodal and visual, however the presentation may not always use their Photo Essay effectively to help support their presentation.
- Will be no more than 5 minutes in length.
- The speaker will generally make eye contact and speak in a clear and audible voice.

A "C" (satisfactory) Presentation (70% +):

- Will provide the audience with some information such as the claim, reasons, and counterargument, the author’s audience and the author’s rhetorical choices, however some of these components might be missing.
- Will appeal to a general audience, but might fail to consider their specific audience’s needs, values, and assumptions
- Will present some information, but it may not be articulated in a logical or coherent manner.
- Will present some visuals, however the visuals may not work to support the speaker’s presentation.
- Might not be timed effectively, so as to stay within the 5 minute window.
- The speaker might fail to make eye contact with their audience or might not speak audibly.

A "D" (poor) Presentation (60% +):

- will show an attempt towards the assignment goals that has fallen short.
• will not communicate the assignment's purpose (informative) effectively.
• may be missing significant components of the assignment.

An "F" (failing) Presentation (below 59%)

• ignores the assignments requirements
• or is not understandable due to language or coherence problems
• or contains significant problems with academic integrity.