Visual Rhetoric Trailer

Task: Choose a compelling visual to analyze. Using iMovie, create an appropriate trailer to completely analyze the visual.

Your trailer must address the following questions:

1. What is the background information/context?
2. What is the purpose?
3. Who is the intended audience?
4. Where is the viewer’s eye drawn?
5. What is the point of view?
6. How is lighting used in the visual?
7. What is used symbolically in the visual?
8. Ethical, logical, emotional appeal?
9. MLA Works Cited

Additional iMovie projects

1. Choose a music video to analyze the choices made by the director. Why did he/she choose the particular images? How do they enhance the lyrics of the song? What would you do differently and why?
2. Choose an historical photograph. Research the context of the photo. Analyze point of view, foreground, background and the appeals. Find additional photos/movies with the same subject presented in a different way. Reflect over your understanding of the subject.