

Final Exam - Protest Art & Artist Statement

For your final exam, you will create your own activist art on your chosen research topic. You will design and create a poster that could be hung around campus or your chosen community to raise awareness locally about your issue and make a local call to action. While it will make the same argument as your essay (the “call to action”), it will use both text and images to persuade your audience. In other words, it will make the same argument to the same audience, but use different rhetorical tools to do so.

The base for your poster will be a 11x17” sheet of white posterboard. We will spend the two-hour exam period in the library’s MakerSpace, so that you will have access to a variety of art supplies, including markers, paints, thread, beads, and even a sticker printer. If you would like to create a collage or use specific visual imagery, you may cut out or print materials in advance to bring with you. In advance of the exam, we will spend one class day in the MakerSpace so that you get a sense of what is available, though you may visit again on your own anytime if you choose. Please also review the Visual Literacy presentations and activities that we completed in class as you think strategically about translating your argument into a visual medium. What rhetorical tools will be most persuasive to your chosen audience?

After creating your poster, you’ll write a 1-page artist’s statement reflecting on your work, and how you’ve made choices about the text and images to persuade your audience. Basically, you’ll write a brief “rhetorical analysis” of your own work, describing what’s effective about it. What choices did you make as an artist? How did you employ color, font, size, perspective/angle, symbolism/iconography, allusion, repetition, humor and voice? How do the words and pictures work together, or in meaningful tension? What is your intended impact of these choices on your audience? Did your argument or audience shift as you translated your ideas into this new medium?

In preparation for the exam, think about what ideas from your essay will be most salient in a visual form and what ideas you can borrow from the activist art you used in that essay; you should also review your rhetorical strategies handout/PPT and refer to pp. 33-44 of *America Now* on the visual expression of an opinion.

We will [design the rubric](#) for your poster and artist’s statement together as a class two weeks in advance of the exam.

[This file is supplemental material to Draxler, [Designing Publicly Engaged First-Year Research Projects, prompt 5.1 \(2021\), doi: 10.31719/pjaw.v5i1.74](#)]