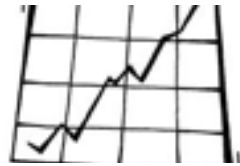


## Multimodal Unit

DEVELOPING AN ARGUMENT THROUGH MULTIPLE MODES OF RHETORIC.



USING VISUAL ELEMENTS TO FORM ARGUMENTS

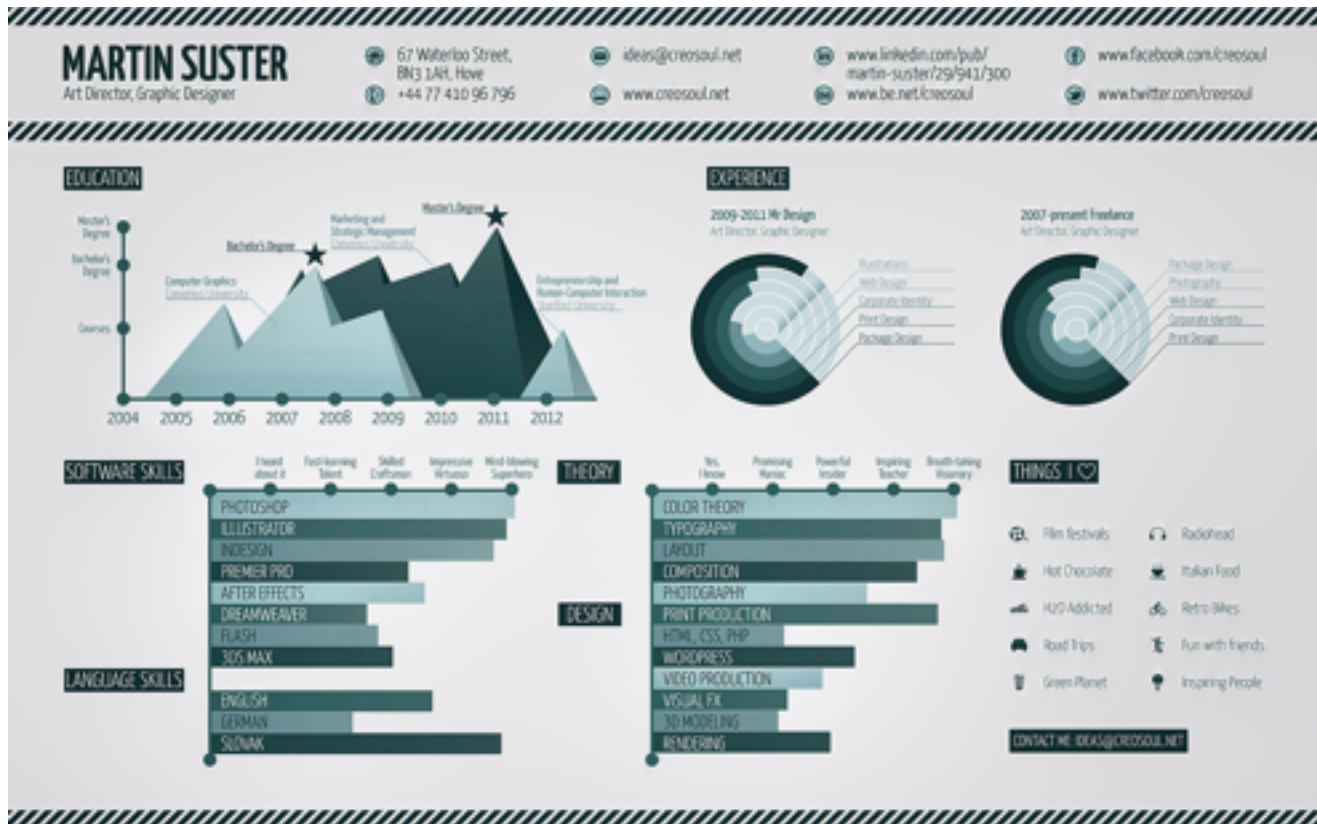


DESIGNING A DOCUMENT



CONNECTING TO OTHERS USING EASY TO READ IMAGES

# INFOGRAPHIC



## What is it:

An information graphic is a document that uniquely displays information and data in a compelling way. The use of graphics, images, and symbols allows readers to download information much more quickly than text alone. You have probably seen them used for advertising or public service ads. The LDS church even has a collection of info graphics at LDS Newsroom used to communicate complex or controversial topics in an easy to read format.

You will create an infographic document about you. Use images, graphs, tables, charts and hyperlinks.

## Why We Do It:

As rhetorical masters you are ready to go beyond writing documents; now you can design them. You will be using the rhetorical principles we have discussed throughout the semester, but now you get to use them in an even more engaging way. There are many different modes of rhetoric—remember, everything is rhetoric,—but each mode has its own rhetorical strengths and weaknesses. With the multi-modal argument, you get to play with the various modes and bring everything together into one cohesive, unified, effective ensemble.

In the process you are going to learn how to:

- Use multiple modes to compose an argument
- Make intentional, effective rhetorical decisions using more than just words
- Reflect on the decisions you make while composing in multimodes.

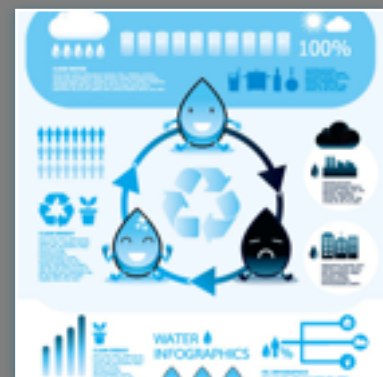
## Who is it Written For? (Audience)

Your audience will be anyone who will be interested in the information you are presenting in your info graphic. You need to create a document that will engage and inform them quickly, and inspire them to seek out further knowledge. Because of its easy access and shareability your info graphic will pull in a much larger secondary audience, so be sure to create a document that less informed audience members will understand and appreciate.

## What it Looks Like: (Format)

Formatting is entirely up to you. The only requirement is that you use 250 words of text in your document, and at least two different modes if not more. Just remember: your visual rhetoric should prove your point as effectively as your written rhetoric does. You will be presenting your infographic to the class, as well as introducing your partner. Preparation is key.

### *Creating your Infographic:*



There are many online info graphic generators to choose from. Options: Piktochart, Vizualize.Me, Easel.Ly, or Visual.Ly. If you are comfortable with Photoshop, InDesign, or Powerpoint you may also use these programs.