

4.7.18: Discussion- Visual Media

Effective images function by communicating the intended message of the brand or mission of a company. A visual analysis can help you explore the effectiveness of images used in a business context to begin to see how they might be interpreted differently by customers with different backgrounds.

Part 1: Visual Essay

Your task is to create a visual essay to explore how a topic or idea is communicated through images. A visual essay is a type of visual analysis that explores how images (logos, advertisements, etc.) convey certain messages. These ideas can be at surface level/literal or at a deeper level of meaning that requires the viewer to use context clues and design features to infer the intended message of the image.

What you will do is:

1. Choose one of the following topics or buzzwords: “green” living, fresh, local, savings/discounts, “box store,” online shopping, social media—or choose a retail buzzword you want to explore (be sure to ask your instructor if the term is acceptable).
2. Use the skills you learned in Using Images Legally to search the images tagged with this term.
3. Choose 8–10 images that you feel best convey the search term you chose and express a point of view on the topic.
4. Create a PowerPoint with a title slide and the 8–10 images on the rest of the slides (one image per slide). The images you use should be able to express a point of view on a particular topic all by themselves.

You will present your visual essay to the class. Please email the instructor a copy **before class** on the due date. You will also post your presentation in the discussion board for your classmates to analyze.

Part 2: Peer Feedback

Choose at least two of your classmates’ sets of slides to analyze. Write down the topic you believe they chose and the main argument or message you believe the slides attempt to make. Then, write down support for your argument. Be sure to explain the use of visual design components (contrast, color, repetition, alignment, proximity, audience, purpose, context, etc.) when supporting your argument.

Grading Rubric

Criteria	Not Evident	Developing	Exemplary	Points
Submit your slide deck	0 pts No slide deck submitted	5 pts Slide deck does not have at least 8 slides	10 pts Slide deck has 8–10 slides focused on a central theme	10 pts
Present to the class	0 pts No presentation completed	5 pts Presentation is disjointed or unprofessional	10 pts Presentation is professional and feels cohesive	10 pts
Analyze at least two peers’ presentations	0 pts No response to peers	2 pts Responded to only one peer	5 pts Responded to two peers	5 pts
Total:				25 pts

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