

ASSIGNMENT

MPC 601: VISUAL COMMUNICATION

BOOK REVIEW PRESENTATION

Due: December 5, in class

Turn In: Nothing to turn in, just an oral/visual presentation

Value: 100 points (10% of overall grade)

Description and Rationale—In order to share a broader perspective of visual communication than what we were able to experience in this brief survey course, you will research/read material related to visual communication that piques your interest and present it to the class.

Assignment—For this assignment, you will select and read a book that addresses visual communication theory and/or principles in some way. You will then extract the elements you find important/relevant to you and your classmates and put them together in a digital presentation. Consider the following questions as you prepare your review:

- 1) Who is the audience of the book?
- 2) What theories/perspectives about visual communication are addressed?
- 3) What was most interesting/helpful/insightful about this book?
- 4) Where did this book fall short?
- 5) Did you find yourself agreeing with the author? Why or why not?
- 6) Would you recommend this book? To whom?

Regardless of the software you use to present your review, the digital component to the presentation needs to be primarily visual (no bulleted lists of text...) This means you ought to be showing visual examples of the main points of the presentation rather than giving textual descriptions.

Scoring Standard and Guidelines—Your presentation should run about 6 – 9 minutes and needs to utilize some form of digital presentation software (PowerPoint, Prezi, SlideRocket, etc.) Because we need to get through 15 presentations during class time, if you go over 10 minutes, you will be cut off. You are expected to be ready, organized, and professional while speaking and polite and engaged while listening to others.