



## METAPHOR LOG & POSTER

Visual Project | Assignment Description

**Due:** June 3, in class

**Deliverables:** One hardcopy and one PDF of each of the following posted on Canvas: metaphor log; metaphor poster; memo

**Save As:** Lastname\_MetaphorLog.docx  
Lastname\_MetaphorPoster.pdf  
Lastname\_MetaphorMemo.docx

**Value:** 15 points (5 for the metaphor log, 10 for the poster), 15% of overall grade

**Description and Rationale**—As you will discover from the readings, metaphors are a regular part of the way we communicate. One of the best ways to improve your recognition and use of metaphors is to record the ones you hear, note how they were used, and try to use them yourself. Another good method is to take a figure of speech and turn it into a visualized statement. For this assignment, you will do both.

**Metaphor Log**—For this assignment, you will simply make a running log of all the metaphors you hear over the span of a week. You are encouraged to keep something that you can take notes on at all times (cell phone, notebook, etc.) Each time you hear a metaphor used, jot down the following: who said it, in what context (lyrics in a song, meeting at work, on TV), and what the metaphor was meant to represent. After a week's time, take your notes and compile them into a well-designed and organized list. You should have at least 20 metaphors listed.

**Figure of Speech Poster**—After reading Corbett's and Lakoff & Johnson's articles, you should have a good idea of the different types of figures of speech out there (metaphors are only one). Following the case study in Eshes' article, you will create a poster advertising a book, play, or film. The key is that you use a specific figure of speech and represent it visually.

**Memo**—After creating your poster, will write a short (less than 75 words) paragraph that describes the figure of speech you used for your poster, what it is intended to represent, and what you feel it communicates about the book, play, or film you are advertising.

**Scoring Standard**—Your metaphor log will simply be assessed on completeness and designing it to look professional. Your poster and memo will be assessed on the accurate use of a figure of speech to portray some important element of the work you are advertising. Exceptional design skills for the poster are not required, but it should be evident, as always, that you put time and thought into it.