THE WMC’S GUIDE TO REVISING ENGL 150:

DESIGNING VISUAL COMMUNICATION

1. CONTEXT

- Is there an attractive, interesting, and inviting initial impression of visual and verbal integration?
- Did you include an engaging title, headings, and captions?
- Are you consistent in your subject matter and intended audience throughout the piece?
- Does your visual-verbal approach to topic show evidence of original thinking?
- Is the purpose for brochure/poster clear, and do you provide an answer to the audience’s “So what?” question?

2. SUBSTANCE

- Do carefully selected visuals enrich and extend verbal content?
- Does each section of the brochure or poster focus on and develop a single topic or idea in an interesting and vivid way?
- Are the title, headings, and captions supported by visual-verbal information that skillfully goes beyond a factual description of the piece being analyzed?
- Is the ISU connection (mission, land grant status) clearly conveyed?
- Are the visual and verbal representation and attribution fair and accurate in a form appropriate to the type (brochure or poster)?
3. ORGANIZATION

- Does the spatial layout show creative attention and audience awareness?
- Do the visual-verbal patterns provide sharp focus? Are they innovative but appropriate for the campus landscape, building, or art and for the communication type (brochure or poster)?
- Is the visual chunking of visual-verbal information in poster/brochure logical for the subject, helpful to the topic, and consistent throughout the brochure or poster?
- Is there a clear and purposeful text-graphic directionality that assists audience processing of information and enhances overall effect of brochure or poster?

4. STYLE

- Is there a skillful use of color and typography relative to campus landscape, building, or art and to communication type (brochure or poster)?
- Is the visual-verbal communication clear, and does it maintain audience interest?
- Is the writing free from sentence- and word-level errors? Use Grammarly to see what else it can catch. Critically evaluate its suggestions!

5. DELIVERY

- Is your brochure/poster user-friendly?
- Are visuals placed appropriately and correctly into text, with attention to size, spacing, margins, and proximity to related text?
- Do you include a scrupulously responsible citation of sources (MLA citation style) in an accompanying citation page?

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