

Week 7 Evaluative Essay Planning Template with Sample Responses

Part I: Image Identification and Justification

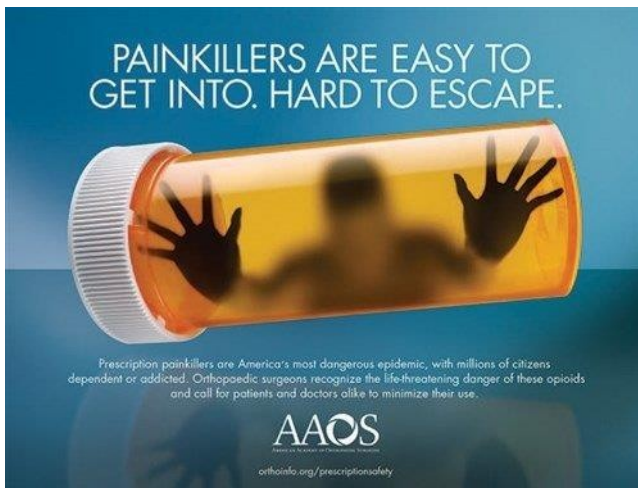
In this section, identify the single image you have chosen to evaluate in your Evaluative Essay (such as a magazine cover, and advertisement, new or vintage, a public service announcement), and explain why you chose the reader and why an evaluation of the image will be important to your reader.

[Insert your response here in 1-2 paragraphs.]

***Note on sample responses: See the end reference to access the image via the website address.**

***To insert an image into your Word document here, go to the image, right-click, copy, come back to your Word doc, right-click, paste.**

Example:



I first wanted to use an advertisement for a luxury item, like a car or expensive liquor and including possible celebrities like Matthew McConaughey. I examined a few of these, and while I was able to determine some criteria and messages in them that I could have written about, I thought I would try another angle as well to give myself options. The other path I took was looking for public service announcements regarding social problems, health problems, human rights issues, and/or safety measures.

The latter approach proved more fruitful and excited me more. After examining a number of public service announcement posters dealing with a wide variety of topics like smoking, motorcycle safety, transgender awareness, and military personnel issues, I chose a public service image from The Orthopaedic Trauma Association that warns of the dangers of opioid addiction. The image spoke strongly to me because it captures the viewer's attention and communicates the feeling of being trapped by addiction in a unique way via the composition, colors, and symbolism.