

Group Critique Sheet: Campaign Materials for 2016 Presidential Primaries

Your names:

*Working in small groups, complete written answers to all questions/prompts on this sheet and **hand it in on Thursday, March 24th** (it may be written or typed). You will use this sheet as a guide when you make a group presentation to the class, either today or Thursday. **This sheet, your group presentation, and your individual critique sheet will be part of your final Project 2 portfolio grade.***

Step 1. Review your candidate's **campaign rhetoric** in terms of **logos**, **pathos**, and/or **ethos**, as well as **audience**, **exigence**, and/or **constraints** (the **rhetorical situation**). Come to a consensus about 2 or 3 rhetorical devices/situations that you think are the most important aspects of your candidate's message. Describe/explain in detail.

Step 2. Review the visual design of the original campaign logo, signage, and slogan (provided). What aspects of the materials are more **geometric** and what aspects are more **organic**? Likewise, do the materials use imagery that is more **representational** or more **abstract**? Remember, these terms are relative and the design might have elements of both: Defend your description in detail.

Step 3. How does the **visual design** described in step 2 relate to your candidate's **campaign rhetoric** described in step 1? Describe.

Step 4. Now that your memory has been refreshed regarding rhetoric and design concepts for this project, take turns presenting your redesigned materials and your attack ads to your group, using your review of class concepts and vocab from this unit to help you. Write down relevant comments and critiques on the next page (Individual Critique Sheet) and turn it in with your Portfolio Folder.

Step 5. Take an anonymous vote for **a)** the best redesigned campaign materials and **b)** the best attack ad within your group. They don't have to come from the same student.

Step 6. Discuss the winning designs and prepare a presentation to the class based on all the steps above.