

CRITICAL ESSAY

OVERVIEW

Write a paper in which you develop your own point of view about one of the issues which we have discussed. (examples include: materiality, form/function, visual language, universality, the relationship of design to business, typography as discourse, the legibility wars, designer as author, etc.) Pick an issue which interests you, reread the essays on this topic from class, reread your notes and then do further research.

Express an informed opinion in this paper. Show me that you really understand what is at stake with this issue and have a strong opinion yourself.

Make sure you quote in your essay one or more of the assigned readings to develop your argument.

DETAILS

Length: 750 words

Works Cited: You must cite at least one of the assigned readings in your argument. Use MLA citation style. (We will discuss this more in class after the midterm.)

Due Date: Dec 2

CHECKLIST

1. *Do you express a clear point of view about this issue in your paper?* In other words, did you state a position and then use the essay to back up that position? Your first paragraph should include a thesis statement: a sentence in which you clearly state the position which you are going to argue.
2. *Did you reference at least one of the readings in your essay?* You must quote at least once one of the readings from class in your essay and refer to the argument that the author makes as you develop your own argument. You are, of course, also free to cite additional sources. Make sure that you do cite the source for outside information used in your paper.
3. *Is your paper around 750 words?* This is a short essay, so there is no room for fluff or filler text. Everything in this paper should be relevant to your argument.
4. *Is your paper well-written?* It should include specific details, a dynamic introduction and conclusion, continuity of reasoning (not hopping from point to point), correct spelling and proper grammar.

GRADING CRITERIA

1. A clear demonstration of your knowledge of the issues under discussion
2. The development of a well-reasoned argument
3. The quality of the writing.