



English 110.01: First-Year English Composition

The Art of Advocacy

documentary photography “book” checklist

		excellent	well done	done	needs work	missing
Rhetorical	Images, words, and overall design have been carefully chosen to persuade a specific audience					
	The claim of the argument is clear, and all elements of the argument support its claim					
	The argument will be easily understood in the context in which it appears					
	The photographs are ordered to build to the argument over time					
Visual	All the visual strategies (typography, page arrangement, etc.) used in the book are appropriate to the argument					
	The photographs are relevant to the argument					
	If text/captions are present, they are relevant to the argument					
	The text supports the photos, and not vice versa					
Language	If text/captions are used, they are perfectly spelled and use appropriate grammar.					
Collaboration	Evidence from the drafting process shows effective use of peer feedback and outside testing of design and rhetoric					

Your Name: _____

Name of the person who produced the documentary: _____