

Bill Wolff

COM 372, Spring 2026

Semiotics Assignment Assessment (Map/Atlas)

Student Name:

Each presentation will be graded using the following point system. The map/atlas itself counts for 40% of the final grade. The presentation, which details your decisions, counts for 60%.

Criteria marked with an * will be assessed based on the quality of the discussion. You will have 13 total slides, resulting in 3:15 of discussion.

Required Introductory Slides	Point Value	Points Earned
Introduction with Final Product Showing	5	
Primary Audience	5	
Primary Mapping Influence(s)	5	
* Creation Process (3 slides)	15	
Total Points	30	
Analysis Slides		
Create Slides for SEVEN of the Below 11 Semiotic Theories	Point Value	Points Earned
Closure (McCloud)	5	
Sign/Signifier Combination (Hall)	5	
Icon (Hall)	5	
Index (Hall)	5	
Symbol (Hall)	5	
Noise (Hall)	5	
Mapping as Evidence Presentation (Tufte)	5	
Sparklines (Tufte)	5	
Recognizing the Omissions (Turchi)	5	
Mapping as Storytelling (Pearce) ← can have 2 slides	5 or 10	
Mapping as Poetry (Wood) ← can have 2 slides	5 or 10	
Total Points	35	
* Overall quality of images selected	15	
* Overall quality of narrative	20	
Presentation Grade (60%)	100	
Map / Atlas Grade (40%)	100	
Overall Project Grade	100	

