

Bill Wolff
COM 372, Fall 2026

Semiotics Assignment Assessment

Student Name:

Each presentation will be graded using the following point system. You will have 14 total slides, resulting in a 3:30 of discussion. Each slide will be exactly 15 seconds.

Required Slides	Point Value	Points Earned
Introduction with Screenshot of Website Showing	5	
Audiences of the Website	5	
Primary Message of the Website and Why	5	
Additional Possible Messages of the Website	5	
Concluding Slide Summarizing What You Have Learned	5	
Total Points	25	
Analysis Slides		
Create Slides for NINE of the Below 11 Semiotic Theories You MUST have at least one slide for each author.	Point Value	Points Earned
Closure (McCloud)	5	
Sign/Signifier Combination (Hall)	5	
Icon (Hall)	5	
Index (Hall)	5	
Symbol (Hall)	5	
Noise (Hall)	5	
Personality of the site (Walter) — Overall Personality	5	
Personality of the site (Walter) — Based on Colors	5	
Personality of the site (Walter) — Based on Layout	5	
Typeface Headings (using Santa Maria terms p. 26)	5	
Typeface Body Text (using Santa Maria terms p. 26)	5	
Total Points	35	
Overall quality of images presented	15	
Overall quality of narrative (including how well you use semiotics terms, such as sign, signifier, signified, sender, receiver, message, transmission, etc.)	25	
Overall Project Grade	100	