

Tenzing Briggs

Dr. Joanne Matson

Legal Writing

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Cover Memo for Draft of Visual Presentation on State of California v. Spragney

The case which I outline and discuss is the one outlined in “The Epileptic Driver” in *Making the Case*, or *State of California v. Spragney*. Because much of my analysis breakdown of the case involves Toulmin models, the primary visual design principle I paid attention to was contrast; to contrast the different subparts of the Toulmin model, I used different colors for each subpart’s text boxes. However, to address repetition, I was purposeful in my color scheme: I used cool colors (i.e. tints of green and blue) for parts that shared a basis in what informs the Claim, while I used warm colors (i.e. red and pink) for parts that are the ultimate elements of debate (i.e. the Claim itself and the Rebuttal). Similarly, I repeated tints of green for subparts that connect to and feed into the Claim but also each other (i.e. the Warrant, Backing, and Qualifier)

Because this visual representation of the argument was made in Prezi, I also considered the alignment by grouping the different parts in a hierarchy using the sizing and the zoom feature. That is, any place where there was a Toulmin model that branched off a certain section was minimized and placed next to that specific section, so that the zoom function would zoom into the subpart and reveal the smaller sub-Toulmin model.

I believe what I now need to work on is the language and to add more elements that emphasize the case (such as car designs that overlap the pointing arrows). Thank you for reviewing. Sincerely,

Tenzing Briggs

Link to Prezi: <https://prezi.com/view/w7LnOd6vye5QKC5yFZGa/>