Many thanks to the colleagues who provided helpful feedback to me!

I realized that my initial third goal was really a Thinking Goal rather than an Attitude Goal and so shifted those elements around.  I also significantly changed Goal 1 to make it clearer and more specific. Rather than having students select a visual image from each of the 4 categories, I asked them to focus on one category and select an image based on the large number of in-person viewers (rather than allowing for on-line viewers to be included in the figure).

**QR Goal 1:**

**Conceptual Knowledge** - The student will select one visual image from one of the four types of images in Visual Sociology - Still image, Sequential image, Moving image, Digital (Fleeting) image.  The student will choose a visual image based on two factors: its sociological significance and the large numbers of people who see the image.  A large number of people, for the purposes of this Learning Goal, is at least 1 million in-person viewers in one year.   Students will be able to explain and to illustrate, through examples, the ways in which simple numeric counts (e.g., viewership or exposure to an image) can provide important information about the extent or magnitude of a phenomenon.

For example, a student might choose the Memorial Pool at Ground Zero as a Still Image that, three months after its opening in May, 2011, had already been visited by over one million people.  The student will articulate why the large number of viewers of the image is connected with the image's ability to "speak" sociologically and potentially have an impact on people's attitudes, perceptions or behaviors.  An example of a Moving Image would be a large-scale film like Wonder Woman (2017) which surpassed all other films in its genre for its number of viewers in its first weekend of opening in June, 2017.  Wonder Woman is an example of a Moving Image with significant sociological themes  (i.e. gender and race) in it.

**QR Goal 2**

**Thinking** - Students will be able to  create a line graph which shows the difference in viewership between a visual image that draws over 1 million in person viewers in one year and another visual image containing similar sociological themes but far less viewership.  The line graph will demonstrate the relationship between two or more  similar visual images in a meaningful way.   The student could make a graph that compares the same visual images but from on-line "hits" rather than in-person visits as another way to compare "viewership"

For example, the Memorial Pool at Ground Zero memorializes the events of September 11, 2001, an event laden with religious and political overtones.  Could this be compared to the number of visitors to Auschwitz or Dachau concentration camps, places that memorialize lives lost during the Holocaust, an event laden with religious and political overtones?  What difference, if any, does the number of visitors to these respective sites make in its overall sociological impact?

**QR Goal 3:**

**Attitude** -   The student will be able to articulate why a particular visual image seen by large numbers of people in-person is significant and provide a comparative analysis with a less-viewed image that could have a  similar sociological impact if viewed by more people.