Course Description

This a course about studying the persuasive aspects of visual texts. “Text” is broadly construed to include documents, letterforms, recipe cards, buildings, cigar box labels, photographs, and more. We’ll examine texts of all stripes to better understand how color, type, white space, lines, grids, patterns, layout, and other visual elements make meaning. Then we’ll theorize our observations. My goals for you in this class are the following:

- You theorize the way visual texts communicate meaning.
- You design rhetorically aware documents.
- Your practice writing in response to scholarly works.
- You extend your collaborative abilities.
- You analyze visual texts methodically.
- You use multiple technologies for creating and editing visual texts.

Materials [TENTATIVE]

For this course, you will purchase two books:

You will also complete a number of PDF readings, which I will provide.

Assignments

- **Critical Reading Responses (25%)** – eight, 1-page single-spaced responses over the course of the semester
- **Infographic (25%)** – create an infographic that invents or adapts an argument on a topic of your choice, applying principles of design and image editing technologies
- **Image Editing Technology Workshop (20%)** – collaboratively design and lead a 45-minute workshop for classmates, introducing them to the technology and helping them complete a small project using it
- **Final Exam (10%)** – 3-hour, take-home essay question
- **Participation (20%)**