
WRIT 3232:

DOCUMENT CREATION: VISUAL RHETORIC

Contact Information:

My office is located in Newton (1119D). The best way to get a hold of me is by e-mail, or to stop by during office hours. Office hours are tentatively scheduled for Tuesday and Thursday between 10 and 12. Some of these may be virtual office hours, held on-line, and some of these office hours may be designated as group work times. I strongly recommend that you make an appointment if you don't want to wait through various other scheduled student appointments/work times.

Course objectives (learning outcomes)

I see this course as an opportunity for you to dip into the issues of visual rhetoric, a chance to look at “texts” differently, to explore and develop your understanding of the visual aspects of communication. This isn’t a graphic design course—if you have (or develop) a strong desire to pursue graphic design, you would need to take their extensive offering of courses. Rather, this is a course that makes it possible for you to speak intelligently with the people who might design your documents in the future. We’ll read extensively in the politics of images, and we’ll try our hand at a few mimicking exercises in order to better understand what happens when a designer brings a variety of “images” together. Below are the course learning outcomes:

understanding theoretical frameworks for seeing (dipping into readings of globalization, post-colonial studies, cultural studies, gender studies, etc)

introductory level awareness of design considerations (human factors and strategies for conducting usability research)

ability to write and evaluate summaries/critiques of articles/books.

learning through practicing five different kinds of visual designs

Texts and Other Budgetary Concerns:

We'll work from the following texts:

Practices of Looking by Marita Sturken and Lisa Cartwright

Visual Explanations by Edward Tufte

Thinking with Type by Ellen Lupton

On-line Texts and pdf files-- I'll give you links to on-line resources. You'll be required to read extensively on-line and from the printed books. If you want other kinds of resources, please don't hesitate to ask; I can sometimes lend you helpful texts, or point you in the direction of texts that may help with your projects.

Grading

Design Notebook/blog 100 points

Summaries Lupton's *Thinking*; Ledichi; Lester; I, II, III of *Practices of Looking*; Bolter, Hall, Baudrillard Summary; Summary of Visual Explanations; Zachry, Ewan, and Brasseur summary; 200 points (20 points each)

In Class participation/small assignments: Quizzes, Revision Exercises/critiques; Reaction to Purpura; example of Elam's Proportions and other in class participation assignments: 100 points

Four Products: mimicking workshops/modules: flyers, DIY, Visual Explanation, web site: 400 points

Exams: Two exams and a final exam 200

1000 - 900 A; 899 - 800 B; 799 - 700 C; 699 - 600 D

Policies

late work: I have a new late policy this semester! You can turn in one assignment late if you have extenuating circumstances that you can document. Otherwise, every project is due at the beginning of class. (It should be printed out ahead of time; if I'm done taking roll and you haven't handed in your project, it's late.) I'll take off 5% if you turn it in after class, but on the same day. Every DAY afterwards is 10% reduction in your grade. This is a class with lots of deadlines, and you are responsible for keeping up with them.

exams/quizzes: You must be in class on the days exams and quizzes are given. I won't make up quizzes or exams for any reason.

attendance: You must come to class. If you don't, you'll be penalized twice, maybe thrice. First, you probably will have difficulty understanding the assignments/completing tasks which will result in lower grades. Second, you can't earn the points that are assigned to in-class work. Finally, I will deduct points from your final grade if you miss more than 3 class periods. At the end of the semester, when I tally final grades, I will subtract 50 points off your final grade for every class you missed over the three allowed. Don't miss class, and come to class ready to work. If your body is in a chair, but your mind is on vacation (i.e., sleeping or otherwise trying to recover), you will be counted absent. If you don't bring the assignments to class, you will be counted absent (you need to have hard copies of assignments before class starts. If you're interrupting us by using the printer, I'll mark you as absent). In addition, you should be in class on-time. Two lates equals one absence (late = no later than 15 minutes; after 15 minutes you're considered absent).

IM/cell phones, etc: When class starts, I expect your attention. You need to sign out of instant messaging programs, turn off your phones (turning them to vibrating options is not enough), and resist any temptations to turn to games on the internet. If you distract me or others during class with your promiscuous use of the computers/your cell phones, I'll mark you as absent for that day.

disabilities:

Georgia Southern complies with all federal and state laws and regulations regarding discrimination, including the Americans with Disabilities Act of 1990 (ADA). If you have a disability that could affect your performance in this class or that requires an accommodation under the Americans with Disabilities Act, please contact the Student Disability

Schedule (subject to change):

Date

Week One

Tues 1/9 Introduction to course; locating areas of interest -- workshop on photoshop/flyer; setting up blogs/design notebooks

http://www.rare-maps.com/poster_history.cfm
http://www.posterconnection.com/r_history.htm
<http://www.internationalposter.com/intro.cfm>
<http://www.madehow.com/Volume-5/Billboard.html>

Week Two

Tues 1/16 **READ FOR CLASS:** *Thinking with Type*: 1 - 173
 Purpura pdf, Elam pdf, Lester PDF, and Ledichi

Photoshop Elements workshop (working on flyer)

BRING TO CLASS: Summary of Lupton's *Thinking with Type*; A reaction to Purpura; an example of Elam's proportions.

[assignment on posters](#)

<http://americanart.si.edu/collections/exhibits/posters/mainmenu.html>
<http://www.artmovements.co.uk/home.htm>
<http://www.aiga.org/content.cfm/getoutthevote>

Subscribe to the class listserv: (cribbed almost verbatim from Janice Walker (thanks Janice!))

1. Send an email to
 visrhet-subscribe@yahoogroups.com

Leave the subject line blank; in the message body, type:

subscribe visrhet Yourfirstname Yourlastname
 Do not type anything else in the email message.

2. Within a few minutes (usually), you will receive an email asking you to confirm your subscription. To confirm, simply reply to the message (do not type anything in your reply; just click or choose reply, and then

send).

3. You should receive a second email message welcoming you to the list. You can then post messages to the class at visrhet@yahoogleroups.com

- Include your name in your email! If you know how, you might consider creating a signature file to automatically include your name in all of your email messages.
- You may also respond to other messages or forward information of interest to the student population, but please refrain from flaming, spamming, or other inappropriate behavior. For more information about "netiquette" (the etiquette of the Internet), see <http://www.albion.com/netiquette/corerules.html>

Week Three

Tues
1/23

BRING TO CLASS: flyer for critique; Summary of Lester and Ledichi, Blog link/design notebook entries (at least 5 entries)

exam over readings in class

Week Four

Tues
1/30

READ FOR CLASS: *Practices of Looking* 1 - 107

BRING TO CLASS: Final Flyer Design, Summary of readings 1 - 107

Discussion of readings: come prepared with your questions; Photoshop Workshop (working on diy project)

Week Five

Tues

READ FOR CLASS: *Practices of Looking* 109 - 236

2/6

BRING TO CLASS: Summary of readings 109 - 236

Discussion of readings: come prepared with your questions

Photoshop Workshop (working on diy project)

remember to do your blog/design notebook (should have at least 12 entries by now)

Week Six

Tues
2/13

READ FOR CLASS: *Practices of Looking* 237 - 344

Bring to CLASS: diy project for critique; Summary of readings 237 - 344 (discussion in class of readings, come with your questions)

Remember to do your blog; you should have at least 15 entries by now.

Week Seven

Tues
2/20

READ FOR CLASS: Bolter pdf, hall pdf, Baudrillard

BRING TO CLASS: FINAL DIY PROJECT Summary of Bolter, Hall, Baudrillard pdf files

Remember to do your blog/design notebook posts: you should have at least 20 entries by now

Week Eight

Tues
2/27

In-class Exam over theory texts;

Bring to class: blog/design notebook. At least 25 entries total

Week Nine

Tues
3/6

Week Ten

Tues
3/20

Read for CLASS: Visual Explanations 12 - 151, Zachry pdf.

BRING TO CLASS: Summary of Visual Explanations
Remember to continue with blog entries/design notebook; you should have at least 32 entries by now.

Workshop on Dreamweaver; Visual Explanation Assignment

Week Eleven

Tues
3/27

READ FOR CLASS: Ewan; Brasseur pdfs

Summary of Zachry, Ewan, and Brasseur pdf files; remember to be doing your blog/design notebook entries. You should have at least 37 by now

Discussion of Readings; come prepared for a quiz.

Workshop on Dreamweaver; visual explanation assignment

Week Twelve

Mon 4/3

READ FOR CLASS:

<http://www.webstyleguide.com/page/index.html> (make sure to read all the links)

Bring to CLASS: Final Visual Explanation: Blog entries/notebook. Should have 40 entries by now.

Workshop on Dreamweaver; web page assignment

Week Thirteen

Tues
4/10 **READ FOR CLASS:** Swanson and Ulmer pdfs

Workshop on dreamweaver; web page

Week Fourteen

Tues
4/17 **READ FOR CLASS:** Wysocki pdf
BRING TO CLASS: Draft of Web Site

Blog Entries/design notebook DUE. Should have 50 interesting entries.

Week Fifteen

Tues
4/24 **Bring TO CLASS:** final version of web site

Week Sixteen

Finals Comprehensive Final