W18 Engl 392b Visual Rhetoric Syllabus
Dr. Beth Coleman
M/W 10am–11:20am
ML 246

Contact
bcoleman@uwaterloo.ca
HH 145
office hours: Monday 11:30am-1:30pm

Course description
This course introduces students to the study of images from a rhetorical perspective, including the interaction of texts and images. Topics may include visual and textual literacy, the semiotics and rhetoric of design, and the ideological basis of social communication.

Learning Outcomes
By the end of the course, students will be able to:
1. Critically evaluate, analyze, and apply key concepts of visual representation in their historical and technical modes;
2. Apply knowledge of visual culture through written work, workshops, and peer interaction;
3. Apply contextualized vocabulary in classroom activities and assignments.
4. Actively participate in visual analysis and communicate findings.

Course materials
All reading materials can be found on class drive. Materials for each workshop are listed in the workshop descriptions at end of calendar.

Course Grading
25% 5 sets of reading questions
30% 2 workshops & class participation
15% project Workshop
30% Final project

Course requirements
Attendance is mandatory, as much of the work of the class takes place in discussion and workshop. The class meeting dates are outlined below in the calendar. If you have conflicts with any of the dates listed, please contact Prof. Coleman. As a 300-level course, student work is expected to meet a high level of critical engagement and organization; this means work should be mindfully organized with appropriate grammar, format, and intellectual labor. Please include your first and last name on all files submitted.
Class Calendar

**Week 1 Monday January 3** intro class
  course overview
  requirements
  assignments

**Week 2 Practices of Looking: Representation & Ideology**
**Monday January 8** Sturken & Cartwright, *Practices of Looking*
**Wednesday Jan 10** Sturken & Cartwright, *Practices of Looking*
**Assignment**
#1 reading questions due Sunday by 5pm

**Week 3 Images and Semiotics: Camera Lucida**
**Monday January 15** no class
**Wednesday Jan 17** Barthes, *Camera Lucida*
**Assignment**
#2 reading questions due Tuesday by 5pm

**Week 4 The Right to Look**
**Monday January 22** Mirzoeff, “The Right to Look”
**Wednesday January 24** Mirzoeff, “The Right to Look”
extra credit: **Friday January 26** Engl speakers series 3-5pm, HH 373: Dr. Peter Walmsley on rhetoric and science
**Assignment**
#3 Assignment: reading questions due Sunday by 5pm

**Week 5 The Right to Look Applied**
**Monday January 29** Mirzoeff, “The Right to Look”
**Wednesday January 31** Julie Dash, *Daughters of the Dust* screening & analysis
**Assignment:** no assignment

**Week 6 2D-4D Workshop**
**Monday February 5** 2D workshop
**Wednesday February 7** 4D workshop
**Assignment:** see workshop description below

**Week 7 Images and Semiotics: the Image World**
**Monday February 12** Sontag, “The Image World”
**Wednesday February 14** Sontag, “The Image World”
**Assignment**
#4 reading questions due Sunday by 5pm

**Week 8 February 19-23 UW Reading Week**

**Week 9 Images in the Digital Age: How to See the World**
**Monday February 26** course mid-term assessment
  Mirzoeff, *How to See the World*
**Wednesday February 28** project workshop discussion
Mirzoeff. *How to See the World*

**Reading:** Mirzoeff, Nicholas, *How to See the World: An Introduction to Images, from Self-Portraits to Selfies, Maps to Movies, and More.* pp. 3-16; pp. 56-69

online media: http://www.selfiecity.net/#findings

#5 **Assignment:** reading questions due Sunday by 5pm

extra credit: **Friday March 2** Engl speakers series 3-5pm, HH 334. Dr. Andrea Jonahs on Critical Race Studies

**Week 10 code-based workshop**
- **Monday March 5** Code-based Workshop I
- **Wednesday March 7** Code-based Workshop II

**Assignment:** see workshop description below

**Week 11 project workshop**
- **Monday March 12** project workshop I
- **Wednesday March 14** project workshop II

**Assignment:** Draft of project posted to drive due Sunday March 11 by 5pm

**Week 12 Ways of Seeing Applied**
- **Monday March 19** Chantal Ackerman, *Je Tu Il Elle* screening & analysis
- **Wednesday March 21** no class

**Week 13**
- **Monday March 26** project presentations (10 min)
- **Wednesday March 28** project presentations (10 min)

**Week 14**
- **Monday April 2** project presentations (10 min)
- **Wednesday April 4** project presentations (10 min)

extra credit: **Friday April 6** Engl speakers series 3-5pm, 373. Dr. Sara Sharma on the gendered politics of exit, Presented with UW Women’s Studies/Philosophy

April 9 final projects due on class drive by 5pm
I. Reading Questions description (RQ)
Reading questions should be used to indicate your method analysis of the material and as prompts for class discussion. They should not be a summary of the material. Rather, they should point to engaging critical questions raised directly or indirectly by the reading. The RQs should exhibit a high-level of engagement with the text; they point to significant issues in the text. RQs represent 30% of your course grade and should be treated with commensurate attention.
Each RQ set should have the following characteristics
1. three questions of 100-250 words each
2. submitted to drive in pdf format
3. first & last name in top-right corner of each page; page numbers if more than one page

II. Workshops

i. Workshop: origami + stop-motion animation
Description
This workshop provides a hands-on introduction to 2D design using folding to create representations of form and dimension and 4D stop-motion animation. Students follow the step-by-step process outlines in stop-motion how to wiki (see attached) to produce a 30 second animation. The learning outcome of this exercise contributes to student’s critical view of visual culture to include moving images. This workshop is designed for students with little or no experience with media design.
Materials: laptop computer, phone with camera, editing software (Wondershare Filmora, Windows; imovie, iOS). Please note: you will need room on your phone & computer for image capture and editing.
Tutorials:
https://wistia.com/library/producing-stop-motion
Assignment: Using origami object + stop-motion animation, construct a 30 second film. Chose what figures you would like to animate. Think about background, scenarios, motion, and storytelling with your film. What happens when you put a face on something? What happens when inanimate objects appear to move? Provide commentary on your method that includes your choices of objects, scenario, and narrative.
Format
Submit your stop-motion animation project to class drive in .mov format. Include any notes on the project in a .docx or .pdf accompanying the project.

ii. Workshop: Processing data visualization and interaction design
This workshop provides a hands-on introduction to data visualization and interaction design using the Processing language. In preparation for the workshop, students work through the hour-long Processing tutorial (link and sections listed below). During the workshop, students create an interactive processing piece. The learning outcome of this exercise contributes to student’s basic knowledge of data visualization and interaction design. This workshop is designed for students with little or no experience with programming.
Materials: laptop computer
Tutorials:
https://processing.org/
Hello Processing, Processing Overview, Coordinate System and Shapes, Color, Objects, Interactivity, Strings and Drawing Text, Arrays, 2D Transformations, Data
Assignment: Using Processing, construct a data visualization or interaction graphic. Provide commentary on your method that includes your choices of format, shape, color, and interactivity. What is the visual system your construct to provide a visual understanding of the data?
Format
Submit your Processing project to class drive in .mov or .pde format. Include any notes on the project in a .docx or .pdf accompanying the project.