ENGLISH 392B
THE RHETORIC OF TEXT AND IMAGE

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Course Objectives
After completing the course, students should have a variety of theoretical perspectives for analyzing and evaluating visual communication, persuasion, and design along with a practical sense of visual design and layout within a variety of professional contexts (advertising, public relations, business communications).

Course Organization
This course consists of a series of lectures/discussions as well as in-class exercises.

Course Texts
Reading Images, Gunther Kress and Theo van Leeuwen; Looking Good in Print, Roger C. Parker.

Course Assignments
Midterm 25%
Portfolio (consisting of three design assignments and an analytical essay--1500-2000 words) 50%
Peer evaluations of two assignments (500 words each) 25%

Assignment Descriptions
The midterm test will be held in class and will test your ability to analyze a visual text using the conceptual vocabulary we will be using in the course. The portfolio consists of three design assignments: a print ad; a newsletter makeover; a redesign of your choice. You will hand in the three assignments, but will choose one (the one you consider your best work) to be the object of the analytical essay. On days noted as “peer evaluation days” you will bring either a draft or a final copy of your work (as noted in the schedule) and exchange your work with someone else in the class. Attendance is mandatory on peer evaluation days. At the first class following the peer evaluation day, you will submit a written evaluation of your peer’s work. Include your peer’s work with your evaluation.
THE FACULTY OF ARTS REQUIRES THAT WE NOTIFY YOU OF THE FOLLOWING:

"Note on the avoidance of academic offenses: All students registered in the courses of the Faculty of Arts are expected to know what constitutes an academic offense, to avoid committing academic offenses, and to take responsibility for their academic actions. When the commission of an offense is established, disciplinary penalties will be imposed in accord with Policy #71 (Student Academic Discipline). For information on categories of offenses and types of penalties, students are directed to consult the summary of Policy #71 (Student Academic Discipline) which is supplied on the Undergraduate Calendar (p.1:11). Of you need help in learning how to avoid offenses such as plagiarism, cheating, and double submission, or if you need clarification of aspects of the disciplinary policy, ask your course instructor for guidance. Other resources regarding the discipline policy are your academic advisor and the Undergraduate Associate Dean."

Due dates: Print ad (May 30); Newsletter makeover (June 20); Midterm (July 9); Redesign July 25; Portfolio and Essay (August 3).
### Reading and Assignment Schedule

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<th>May 7</th>
<th>May 9</th>
<th>May 14</th>
<th>May 16</th>
<th>May 21</th>
<th>May 23</th>
<th>May 28</th>
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<tbody>
<tr>
<td>The Semiotic Landscape</td>
<td>Representation and Interaction</td>
<td>meet to discuss readings</td>
<td>peer evaluation of print ad *</td>
<td><strong>Holiday</strong></td>
<td>bring draft of print ad</td>
<td>Modality</td>
<td>Modality (<strong>print ad due</strong>)</td>
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<td>June 4</td>
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<td>Narrative Representation</td>
<td>Narrative Representation</td>
<td>Conceptual Representation</td>
<td>Conceptual Representation</td>
<td>Conceptual Representation</td>
<td>peer evaluation of newsletter makeover** (newsletter makeover due)</td>
<td>The Meaning of Composition</td>
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<td>July 2</td>
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<td>July 11</td>
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<tr>
<td><strong>Holiday</strong></td>
<td>The Meaning of Composition</td>
<td>Midterm (well, OK, not really midterm, but close enough)</td>
<td>no class</td>
<td>The Materiality of Meaning</td>
<td>The Third Dimension</td>
<td>Wrap up (<strong>redesign due</strong>)</td>
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<td>(portfolio and final paper due)</td>
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*bring two copies of your work—one for your peer evaluator and one for your records.

**bring two copies of your work—one for your peer evaluator and one for me. As always, make sure you have a copy of your own. Also, provide each of us with a copy of the poorly designed newsletter so we can marvel at the improvements you’ve made.