ENGLISH 392B
THE RHETORIC OF TEXT AND IMAGE

Instructor: D. Goodwin
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Course Objectives: After completing the course, students should have

1) a variety of theoretical perspectives for analyzing and evaluating visual communication, persuasion, and design
2) a practical sense of visual design and layout within a variety of professional contexts (advertising, public relations, business communications, etc.)

Course Organization: This course consists of a series of lectures/discussions as well as in-class exercises covering the major contemporary rhetorical perspectives and issues.

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

Course Assignments: 1) an in-class midterm test worth 30 marks 2) a portfolio consisting of three design assignments and an analytical essay [2,000 words] worth 50 marks 3) three peer editing assignments worth 20 marks.

Assignment Descriptions: 1) The midterm test will be held for two hours during class on June 29. The test will have two sections: one will test your grasp of the conceptual vocabulary; the other, your ability to analyze a visual text using that vocabulary. 2) the portfolio consists of THREE design assignments: a print ad for a magazine; a newsletter for an organization; a brochure. You will hand in all three assignments, but will choose ONE (namely, the one you consider to be your best work) to be the object of your analytical essay. 3) On the due date for the assignment, you will bring the completed design to class for peer review. At the end of the course, each student will evaluate his or her partners based on the knowledgeability, thoroughness, and helpfulness of their editing suggestions. Class attendance is MANDATORY on the due dates for assignments. You must show up for the peer editing sessions.

Due dates: Print Ad (May 25); Newsletter Makeover (June 22); Mid-Term Examination (June 29); Brochure (July 20); Final Assignment (portfolio and essay, July 29).

The final assignment is due July 29. Papers handed in between July 30 and August 5 will receive a grade but no comments from the instructor. Papers and portfolios will not be accepted after August 5.