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 and workshops.

Course Text,
Robin Williams, Design Workshop.

Course Assignments

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Weight</th>
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</thead>
<tbody>
<tr>
<td>Quizzes</td>
<td>3x10%</td>
</tr>
<tr>
<td>Newsletter Redesign (with discussion)</td>
<td>20%</td>
</tr>
<tr>
<td>Print Ad (image and text, with discussion)</td>
<td>25%</td>
</tr>
<tr>
<td>Final Exam</td>
<td>25%</td>
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</tbody>
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Assignment Descriptions

The quizzes will be held in class and will test your ability to analyze a visual text using the vocabulary we will be learning in the course.

For the Newsletter Redesign assignment you will redesign the front page of a newsletter, and include a discussion (5 pages) of the design flaws of the original and your solutions to them.

I will give you a “case” for the Print Ad; you will design an ad that includes both text and image, and explain your design choices in a paper (7 pages).

The final exam will be scheduled by the registrar's office. Please note that student travel plans are not acceptable grounds for granting an alternative final examination time (see http://www.registrar.uwaterloo.ca/exams/finalexams.html).
Course Policies

You must arrange with me in advance for an extension for the print ad or newsletter redesign assignments. Papers handed in late without permission will be penalized 5% per day.

Avoiding Academic Offences

“Note on avoidance of academic offences: All students registered in the courses of the Faculty of Arts are expected to know what constitutes an academic offence, to avoid committing academic offences, and to take responsibility for their academic actions. When the commission of an offence is established, disciplinary penalties will be imposed in accord with Policy #71 (Student Academic Discipline). For information on categories of offences and types of penalties, students are directed to consult the summary of Policy #71 which is supplied in the Undergraduate Calendar (section 1; on the Web at http://www.adm.uwaterloo.ca/infosec/Policies/policy71.htm). If you need help in learning how to avoid offences such as plagiarism, cheating, and double submission, or if you need clarification of aspects of the discipline policy, ask your TA or course instructor for guidance. Other resources regarding the discipline policy are your academic advisor and the Undergraduate Associate Dean.

Students who believe that they have been wrongfully or unjustly penalized have the right to grieve; refer to Policy #70, Student Grievance, http://www.adm.uwaterloo.ca/infosec/Policies/policy70.htm.”
English 392B Schedule

May 2
May 4
May 9
May 11
May 16
May 18
May 23
May 25
May 30
June 1
June 6
June 8
June 13
June 15
June 20
June 22
June 27
June 29
July 4
July 6
July 11
July 13
July 18
July 20
July 25
introduction to course
The Metafunctional Approach
“The Semiotic Landscape”*
“Representation and Interaction”
“Representation and Interaction”
“Modality”
“Modality”
quiz; “Narrative Representation”
“Narrative Representation”
“Conceptual Representation”
“Conceptual Representation”
“Conceptual Representation”
quiz; “The Meaning of Composition”
“The Meaning of Composition”
“The Materiality of Meaning”
quiz; Idea Sparks 4; Projects 6 (Design Workshop)
Idea Sparks 5; Projects 13 (Design Workshop)
Typography
newsletter redesign due
Projects 7, 14 (Design Workshop)
Idea Sparks 3; Projects 9 (Design Workshop)
beyond the grammar of visual design
floating day
review for exam
print ad due

This schedule is a guideline; we may have to be flexible.

* The titles in quotation marks are the chapter titles from Reading Images: the Grammar of Visual Design by Gunther Kress and Theo van Leeuwen