**Course**

**Course title**

**Meetings**

**Instructor**

**Office and Hours**

**Email**

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**English 392B – Spring 2011**

**Visual Rhetoric**

Mondays, 5:00-7:50, ECH 1205

Neil Randall

HH 224, x33397, Wednesdays 2:00-3:30. Also Mondays before class in ECH nrandall@.uwaterloo.ca (contact by email highly recommended) or via UWACE

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**Textbooks**


Various, on UWACE.

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**Assignments**

**A (40%) — Mobile Tutorials Analysis** *(group)*. Working with a selection of mobile device tutorials from a local company (or non-profit organization), groups will provide a communicative analysis (rhetoric, social semiotics, and visual methodologies) in a class presentation and final submission. Due dates throughout May and June, with final class presentation on **June 27**.

**B (35%) — Online Persona creation and analysis** *(individual)*. Students design, implement, and document a professional online persona spanning numerous internet technologies and with a strong blend of integrated textual and graphical elements. Due dates throughout June and July, with final submission **July 25**.

**C (25%) — Multimedia Essay** *(individual or in pairs)*. An ongoing discussion and demonstration of the material under study in the assigned textbooks and other assigned readings and class discussions. The essay must include extensive use of text and image, demonstrating an understanding of the requirements and uses of academic analysis.

**D (possible and optional) — work with Professor O’Gorman on fall conference**

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**Learning Outcomes**

Students will learn:

- how to analyze technology tutorials according to social semiotic and visual analytic theory, and according to practical use of text and image
- how to strategize, design, and implement a functional online persona, specifically for professional use, that will simultaneously reflect theoretical understanding and produce a useful portfolio artifact
- how to use multimedia creation tools for presentation of professional and academic content.
- How to strategize the use of social media tools for various communication purposes
| Schedule | May 2 | 1. Introductions, syllabus, etc.  
2. Analyses of artifacts (class and group) |
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| May 9 | 1. Visit from PineLake and start on Tutorials assignment.  
2. Start on Personas assignment.  
3. Class analysis of text-image artifacts |
2. Group configuration and work on Tutorials project |
| May 23 | Victoria Day holiday – no class |
2. Discussion of online personas.  
3. Work on Tutorials assignment. |
2. Applying the theory and practice from Kress and Rose. |
| June 13 | 1. Readings – Kress chpt 7 & 8, Rose chpt 5  
2. Applying the theory and practice from Kress and Rose. |
2. Application of readings  
3. Work on Tutorials presentations |
| June 27 | 1. Tutorials assignment presentations (5-9 p.m.) |
2. Application of readings.  
3. Demo Personals assignments to class. |
| July 11 | 1. Readings – Rose chpt 10 and applications of readings  
2. Work on Multimedia Essays assignment |
| July 18 | 1. Critical Media Lab presentations on Personas assignment and Multimedia Essays assignment. |
| July 25 | 1. Summaries and final discussions – examinations of additional artifact types. |

**Note:** Dates in *bold italics* are dates of mandatory attendance. Failure to be in class on May 9, June 20, or July 4 results in an immediate 10% loss (each time) of the full grade for the term. Failure to be in class June 27 results in an automatic zero for Assignment A. Failure to be in class (at the CML) on July 18 results in an automatic zero for Assignment B.
Statement on Academic Integrity

**Academic Integrity:** in order to maintain a culture of academic integrity, members of the University of Waterloo community are expected to promote honesty, trust, fairness, respect and responsibility.

**Discipline:** A student is expected to know what constitutes academic integrity, to avoid committing academic offenses, and to take responsibility for his/her actions. A student who is unsure whether an action constitutes an offense, or who needs help in learning how to avoid offenses (e.g., plagiarism, cheating) or about “rules” for group work/collaboration should seek guidance from the course professor, academic advisor, or the Undergraduate Associate Dean. When misconduct has been found to have occurred, disciplinary penalties will be imposed under Policy 71 – Student Discipline. For information on categories of offenses and types of penalties, students should refer to Policy 71 - Student Discipline, [http://www.adm.uwaterloo.ca/infosec/Policies/policy71.htm](http://www.adm.uwaterloo.ca/infosec/Policies/policy71.htm)

**Grievance:** A student who believes that a decision affecting some aspect of his/her university life has been unfair or unreasonable may have grounds for initiating a grievance. Read Policy 70 - Student Petitions and Grievances, Section 4, [http://www.adm.uwaterloo.ca/infosec/Policies/policy70.htm](http://www.adm.uwaterloo.ca/infosec/Policies/policy70.htm)

**Appeals:** A student may appeal the finding and/or penalty in a decision made under Policy 70 - Student Petitions and Grievances (other than regarding a petition) or Policy 71 - Student Discipline if a ground for an appeal can be established. Read Policy 72 - Student Appeals, [http://www.adm.uwaterloo.ca/infosec/Policies/policy72.htm](http://www.adm.uwaterloo.ca/infosec/Policies/policy72.htm)

**Avoiding Academic Offences:** [http://arts.uwaterloo.ca/arts/ugrad/academic_responsibility.html](http://arts.uwaterloo.ca/arts/ugrad/academic_responsibility.html)