ENGLISH 392B
THE RHETORIC OF TEXT AND IMAGE

Instructor: D. Goodwin
Office: HH 268
Office hours: TR 2:30 - 3:30 W 12:30 -1:30
Extension: 2946
Email: dgoodwin@watarts

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 about the
rhetoric of design as well as in-class exercises covering practical design 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
four design assignments and an analytical essay [2,000 words] worth 50 marks 3) four peer
editing assignments worth a total of 20 marks.

Assignment Descriptions: 1) The midterm test will be held for three hours during class on
March 12. 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 FOUR design assignments: a print ad for a magazine; a logo, letterhead,
and envelope for a business; a newsletter for an organization; and a design project of your
choice. You will hand in all four 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 each assignment, you will bring the completed design to class for peer review. I will
draw up an editing rotation that will pair you up with a different partner each time. At the
end of the course, each student will evaluate his or her partners based on the knowledge,
 thoroughness, and helpfulness exhibited by their editing suggestions.

Course Policies: Class attendance is MANDATORY on the due dates for assignments. You
must show up for the peer editing sessions.

The final assignment is due April 7. Papers handed in between April 8 and 14 will
receive a grade but no comments from the instructor. Papers will not be accepted after
April 14.
Schedule and Assignments

Week of   Jan.  8
       Introduction to the course

15       Reading Images.  Introduction; Chapter 1: The Semiotic Landscape
       Looking Good.  Chapter 1: Getting Started; Chapter 4: Building Blocks
                   of Graphic Design

22       Reading Images.  Chapter 4: Representation and Interaction
       Looking Good.  Chapters 5, 7, 8: Illustrations, Photos, and Color

29       Reading Images.  Chapter 4 cont’d.
       Looking Good.  Chapters 14: Common Design Pitfalls;
                   Chapter 13: Advertising Materials

Feb.   5       Reading Images.  Chapter 5: Modality
       Looking Good.  Chapter 3: The Architecture of Type
                   Advertising Assignment Due/ Peer Editing

12       Reading Images.  Chapter 5 cont’d
       Looking Good.  Chapter 12: Business Communications

19       READING WEEK

26       Reading Images.  Chapter 2: Narrative Representations
       Looking Good.  Chapter 10: Distribution Media
                   Logo Design Assignment Due/ Peer Editing

Mar.   5       Reading Images.  Chapter 3: Conceptual Representations
       Looking Good.  Chapter 2: Tools of Organization

12       Midterm Test

19       Reading Images.  Chapter 3 cont’d
       Looking Good.  Chapter 6: Information Graphics
                   Newsletter Assignment Due/ Peer Editing

26       Reading Images.  Chapter 6: The Meaning of Composition
       Looking Good.  Chapter 11: Sales Materials

Apr.  2       Reading Images.  Chapter 6 cont’d
                   Independent Design Project Due/ Peer Editing

7       Final Assignment Due