ENGL 392B Visual Rhetoric  
Professor Beth Coleman  
Winter 2015  
T/Th 2:30-3:50  
HH 150

Contact  
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Office hours  
Thursdays 11:00-1pm and by appointment.

Course description  
This course introduces students to the study of images from a rhetorical perspective, including the interaction of texts and images. Issues may include visual and textual literacy, the semiotics and rhetoric of design, and the ideological basis of social communication.

Course requirements  
Class attendance with participation in discussion and workshops (one unexcused absence)  
Weekly response paper 500 words (due Monday 5pm)  
Project proposal 5-7 pages + presentation  
Final project (visual or other media) + presentation

Course materials  
All reading materials can be found in course e-reader on class Google Drive. For class projects, a suite of digital editing tools will be made available. All student work must be submitted to the class Drive.

Course Grading  
20% Class attendance with participation in discussion and workshops (one unexcused absence)  
25% Weekly response paper 500 words (due Monday 5pm)  
25% Project proposal 5-7 pages + presentation  
30% Final project (visual or other media) + presentation
Course calendar

Week 1 Jan 6-8


Workshop: Network collage: contemporary visual rhetoric
*response paper due Thursday Jan 8, 9am

Week 2 Jan 13-15


Workshop: 2-Dimensional design

Week 3 Jan 20-22


Workshop: 3-Dimensional design

Week 4 Jan 27-29


Workshop: 4-Dimensional design

Week 5 Feb 3-5

Reading: Project proposal presentations

Workshop: Project proposal presentations

Week 6 Feb 10-12


Workshop: no class

Week 7 Feb 17-19 reading week

Week 8 Feb 24-26

Discussion Barthesian/Sontagian photo gallery

Workshop: Information design workshop Augmented Reality (Julia)

Week 9 March 3-5

Workshop: Information design workshop Sonic Interface (Matthew)

**Week 10 March 10-12**

Reading: peer review of project I

Workshop: no class

**Week 11 March 17-19**

Reading: Ways of Seeing/Post-Visual


**Week 12 March 24-26** presentations

**Week 13 March 31-April 2** presentations

**Monday April 6** final projects submitted