English 3380.W01 Visual Rhetoric

Spring 2020

Contact Information:
Instructor: Dr. Frances Johnson
Email: frances.johnson@tamucc.edu
Office: No on-campus office
Course Platform: Course is delivered by TAMUCC Blackboard with embedded external links
Office Hours:

Virtual Office Hours
- Click URL:
  - https://tamuccwebex.com/meet/fjohnson
  - How to join a Personal Room Meeting
- MT: 10 am – 12 pm
- W: 10-11 am

Email:
- I email everyone to his or her Islander.tamucc.edu email account, from Blackboard. You can forward your Islander email to any account you wish. YOU are responsible for checking email. Missing an email is not an excuse.
  - To email me, your name, section number, and reason for email in the subject line
    - Customary practice is 24 hours for an email answer, but I generally answer within 2-3 hours between 8am-8pm, M-T.
    - Fridays, weekends, and after 8 pm will take longer.

Course Description:
This online course is designed to help students learn to 1) analyze communication contexts in terms of audiences, purposes, and situations, 2) analyze and apply the ethical responsibilities involved in professional and technical writing, 3) use methods for audience analysis and participatory design, and 4) write and design multimodal documents that audiences find effective, convincing, and usable.

Student Learning Objectives:
Upon completion, students will be able to:
1. Create documents (written / visual / multimodal) by using effective and appropriate rhetorical methods and strategies in writing,
2. Create documents (written / visual / multimodal) by choosing and using appropriate strategies in a variety of genres to achieve specific purposes with specific audiences,
3. Create documents (written / visual / multimodal) by locating, selecting, assessing, and analyzing information sources, both print and digital, and to integrate and document appropriately.
Technical requirements for course

Course delivery
The course is delivered via TAMUCC Blackboard system with embedded external links.

Computer requirements
It is up to each student to visit the TAMUCC IT Department’s Blackboard Technical Requirement’s webpage (https://iol.tamucc.edu/techreq.html) to determine the computer requirements for using Blackboard. As an FYI, the browser that works best with Blackboard is Chrome, so even if you are using a Mac, it would be a good idea to install Chrome on your computer.

Delivery of instructor feedback
Instructor response to online requests usually occurs within a 24-hour period; 48 hours on weekends. I am generally online and respond within hours. But I do have a life. If you email at 3 am, not going to get a response until morning. Friday evening, Saturday, and Sunday response times may be longer.

Student login expectations
Students will be required to login a minimum of once per day throughout the regular school week for updates presented in the Blackboard Announcements. Because I use Blackboard announcements, students are expected to check for new announcements.

Specific login instructions
Blackboard Login https://bb9.tamucc.edu/webapps/login/

Faculty availability to support students
Instructor maintains a consistent web presence and is available to meet either via Skype (w/prior notice), email, or in-person

Types of required interactions

Discussion Forum (Activities)
- Review the discussion threads thoroughly before entering the discussion
- Try to maintain threads by using the “Reply” button rather than starting a new topic
- Do not make insulting or inflammatory statements to other members of the discussion group
- Be patient and read the comments of other members thoroughly before adding your remarks
- Be positive and constructive in group discussions
- Respond in a thoughtful and timely manner

Classroom Chat Forum (Extra Credit)
- This is the area where we can discuss questions, problems, or anything that you might talk with your classmates in a brick n mortar setting. Just like you cannot go back and chat with people after a class is gone, chats cannot be given credit after 11:59 pm on Friday. You can earn 10 points per week.
- Introduce yourself to your classmates,
- Post any questions that you have, especially ones that you believe might be helpful to others,
- Use this space to set up study groups,
- Use this space to keep us informed as to what is going on in your life
Graded Activities:
Complete descriptions, requirements, evaluation criteria, and rubrics are available on Blackboard’s Activities.

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points Each</th>
<th>Number of Occurrences</th>
<th>Total Points</th>
<th>Percent</th>
<th>Due*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reading Summaries / Activity</td>
<td>30.00</td>
<td>13</td>
<td>390</td>
<td>13.00%</td>
<td>Tuesdays</td>
</tr>
<tr>
<td>Visual Analysis / Activity</td>
<td>30.00</td>
<td>13</td>
<td>390</td>
<td>13.00%</td>
<td>Fridays</td>
</tr>
<tr>
<td>Infographic</td>
<td>300.00</td>
<td>1</td>
<td>300</td>
<td>10.00%</td>
<td>Feb. 7</td>
</tr>
<tr>
<td>Infographic Redesign</td>
<td>450.00</td>
<td>1</td>
<td>450</td>
<td>15.00%</td>
<td>Apr. 17</td>
</tr>
<tr>
<td>Course Portfolio w/Report</td>
<td>1020.00</td>
<td>1</td>
<td>1020</td>
<td>34.00%</td>
<td>May 7</td>
</tr>
<tr>
<td>Final Reflective Memo</td>
<td>450.00</td>
<td>1</td>
<td>450</td>
<td>15.00%</td>
<td>May 12</td>
</tr>
<tr>
<td>Totals</td>
<td></td>
<td></td>
<td>3000</td>
<td>100.00%</td>
<td></td>
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</tbody>
</table>

Texts/Supplies
- There is no textbook for the course. All readings will be made available via links on the Graded Activities Calendar and/or Course Readings folder found on Blackboard.
- Cloud Account- I require that all work be saved to the Cloud.
- WebEx account/set up
  - WebEx is an online conferencing system provided by TAMUCC
    - [https://iol.tamucc.edu/webex.html](https://iol.tamucc.edu/webex.html)
    - WebEx is the media used for office hours
- All work must be submitted so that it can be opened and viewed on multiple platforms. Pdf works the best.
  - Get [Microsoft Office 365 free](https://www.office.com/setup) — Office is required for this course.
- Working knowledge of Blackboard
  - This course is contained within Blackboard. You must know how to use this university sponsored Learning Management System. If you have difficulties, please contact
    - For technical assistance contact the IT Service Desk:
      - Phone: 361-825-2692 (local); 866-353-2491 (toll free)
      - Email: ithelp@tamucc.edu
      - Support specialists are available for in-person support in Mary and Jeff Bell Library 112 and Ask Us Desk, and Corpus Christi Hall (CCH) 201 Open Lab.
      - Get more information about
        - computer accounts,
        - Duo Two-step authentication,
        - passwords help.
- Technology tutorials and guidance are available on the following websites:
  - IT website
  - Island Online
  - Blackboard Video tutorials and text guides
  - Get [Microsoft Office 365 free](https://www.office.com/setup)
Course Conduct:
Students will practice respect and responsibility as a part of this learning community. Here are some things you can do to exhibit an attitude of respect and responsibility:

- Post assignments on time. Early is even better. **Late work will earn a 50% reduction in grade. You will have until the Sunday of the week in most cases as a ‘grace period.’**
- **Major Assignments can be resubmitted. Contact instructor for details.**
- Reach out through email or Blackboard (Classroom Chat posts) to support each other. If you have good info/tips on what is working for you/resource ideas, please share with the group so we can help each other out.
- Respect other classmates by watching what you say.
- Check the assignments every week. Do not wait until the last minute.
- Do not get behind. If you get behind in an online course, it is harder to get back on track than it is in a traditional course.
- Keep up with your assignments and your grades. It is not the teacher’s responsibility to tell you what you have or haven't turned in. Your grades will be available in Blackboard so all you have to do is regularly check to make sure you have grades posted for all work. I have a section at the top of “My Grades,” where you will find points you have earned to date / total points to date available.

**Academic Honesty/Plagiarism**

**Definition:** In an instructional setting, plagiarism occurs when a writer deliberately uses someone else's language, ideas, or other original (not common-knowledge) material without acknowledging its source. Plagiarism is a violation of academic expectations, but it is sometimes difficult to understand what plagiarism actually is. Often, students commit unintentional plagiarism (not citing sources properly, for example), because they are unaware of the standards that apply. Plagiarism includes:

- Using the work of another as your own,
- Downloading or purchasing ready-made essays off the web and using them as your own,
- Using resource materials without correct documentation,
- Using the organization or language of a source without using quote marks and proper citation.
- Turning in a researched project without citing sources in an appropriate documentation style.

When you are confused about citation of quotes or ideas, please visit the Writing Center or me to get help. Information on [MLA documentation rules](http://owl.english.purdue.edu/) and [APA documentation rules](http://owl.english.purdue.edu/) is available at Purdue University’s OWL: [http://owl.english.purdue.edu/](http://owl.english.purdue.edu/) and from our local Writing Center at CASA.

**Academic Integrity/Plagiarism**

University students are expected to conduct themselves in accordance with the highest standards of academic honesty. Academic misconduct for which a student is subject to penalty includes all forms of cheating, such as illicit possession of examinations or examination materials, falsification, forgery, complicity or plagiarism. (Plagiarism is the presentation of the work of another as one’s own work.) In this class, academic misconduct or complicity in an act of academic misconduct on an assignment or test will result in 1) evaluation of zero for the assignment with option to resubmit work, 2) evaluation of zero for the assignment with no option to resubmit work, 3) petition to university to be remove from course with a grade of F.
Required Statements:

- **Notice to Students with Disabilities**: The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825---5816 in Corpus Christi Hall 116. If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom, or on campus, please contact the Disability Services office for assistance.

- **Reminder to English Majors**: As part of the English undergraduate capstone course (ENGL 4351), all English majors are required to submit a portfolio of writings in different discourse genres that they have completed for their college classes. To help you prepare for this assignment, you should keep a copy of all essays, research papers, literary analyses, creative and report writing, etc., so that you will have an ample selection from which to choose when the portfolio comes due.

- **Dropping the Course**: I hope that you never find it necessary to drop this or any other class. However, events can sometimes occur that make dropping a course necessary or wise. **Please consult with your academic advisor, the Financial Aid Office, and me, before you decide to drop this course.** Should dropping the course be the best course of action, you must initiate the process to drop the course by going to the Student Services Center and filling out a course drop form. Just stopping attendance and participation WILL NOT automatically result in your being dropped from the class. **April 10, 2020** is the last day to drop a class with an automatic grade of “W” this term.

- **Academic Advising**: Please check with your **Academic Advisor** with any questions on your degree plan. The College of Liberal Arts requires that students meet with an Academic Advisor as soon as they are ready to declare a major. Degree plans are prepared in the CLA Academic Advising Center. The University uses an online Degree Audit system. Any amendment must be approved by the Department Chair and the Office of the Dean. All courses and requirements specified in the final degree plan audit must be completed before a degree will be granted. The CLA Academic Advising Office is located in Driftwood #203. For more information please call 361-825-3466.

- **Grade Appeal Process**: As stated in University Procedure **13.02.99.C0.03, Student Grade Appeal Procedures**, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Procedure **13.02.99.C0.03, Student Grade Appeal Procedures.** These documents are accessible through the University Rules Web site at [http://www.tamucc.edu/provost/university_rules/index.html](http://www.tamucc.edu/provost/university_rules/index.html). For assistance and/or guidance in the grade appeal process, students may contact the Dean’s office in the college in which the course is taught or the Office of the Provost.

- **Statement of Academic Continuity**: In the event of an unforeseen adverse event, such as a major hurricane and classes could not be held on the campus of Texas A&M University–Corpus Christi; this course would continue through the use of Blackboard and/or email. In addition, the syllabus and class activities may be modified to allow continuation of the course. Ideally, University facilities (i.e., emails, web sites, and Blackboard) will be operational within two days of the closing of the physical campus. However, students need to make certain that the course instructor has a primary and a secondary means of contacting each student.
## Tentative Course Schedule

Detailed information available on Blackboard. Unless otherwise noted, work is due Tuesday/Fridays.

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Readings</th>
<th>Application</th>
<th>SLOs</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Jan 20-24 MLK Jan 20</td>
<td>Syllabus, Schedule, and Portfolio Assignment.</td>
<td>Navigating course, finding information, asking questions. Failure to ask syllabus questions indicates you completely understand syllabus and will be held accountable for syllabus information</td>
<td>1,2,3</td>
</tr>
</tbody>
</table>
| 2    | Jan 27-31     | What is Visual Rhetoric? [http://www2.gsu.edu/~wwtwc/VisualDesign.html](http://www2.gsu.edu/~wwtwc/VisualDesign.html) | Getting to Know Each Other

- [http://www2.gsu.edu/~wwtwc/VisualDesign.html](http://www2.gsu.edu/~wwtwc/VisualDesign.html)
  - (Definitions of Visual Rhetoric)
  - Mediums and Manifestations of Visual Rhetoric
  - Cultural Theories of Visual Rhetoric

Find an image that you believe represents you and then
Find a portfolio generation program that you want to use. | 1,2,3 |
<p>| 3    | Feb 3-7       | What is Visual Rhetoric? <a href="https://en.wikibooks.org/wiki/Visual_Rhetoric_Parts_4-6">https://en.wikibooks.org/wiki/Visual_Rhetoric Parts 4-6</a> | Portfolio 1- Create an Infographic to introduce yourself | 1,2,3 |
| 4    | Feb 10-14     | Principles of Design <a href="http://writingcommons.org/open-text/writing-processes/format/112-principles-of-design">http://writingcommons.org/open-text/writing-processes/format/112-principles-of-design</a> | Portfolio 1-Analyze a billboard | 1,2,3 |</p>
<table>
<thead>
<tr>
<th>Week</th>
<th>Dates</th>
<th>Topic</th>
<th>Resources</th>
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<tbody>
<tr>
<td></td>
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<td><a href="http://wps.pearsoncustom.com/wps/media/objects/13920/14254101/_images4portersite/desmet_article.pdf">http://wps.pearsoncustom.com/wps/media/objects/13920/14254101/_images4portersite/desmet_article.pdf</a></td>
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<td></td>
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<td></td>
<td>• 3D and 2D Visual Persuasion</td>
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<td>• Status of Visual Rhetoric and Visual Literacy in the Academy</td>
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<td></td>
<td></td>
<td></td>
<td>• Examples And Analysis Of Visual Literature</td>
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<tr>
<td>6</td>
<td>Feb 24-28</td>
<td>Invisibilia episode “Frame of Reference” July 15, 2016</td>
<td>Statistical Report Analysis</td>
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<tr>
<td>7</td>
<td>Mar 2-6</td>
<td>Reading on design of annual reports</td>
<td>Annual Report Analysis</td>
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<tr>
<td>8</td>
<td>Mar 16-20</td>
<td>Work on ePortfolio</td>
<td></td>
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<tr>
<td>9</td>
<td>Mar 23-27</td>
<td>Work on ePortfolio</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Mar 30-Apr 3</td>
<td>Reading on Mobile content design</td>
<td>Mobile content analysis</td>
</tr>
<tr>
<td>11</td>
<td>Apr 6-10</td>
<td>Reading on packaging design</td>
<td>Packaging analysis</td>
</tr>
<tr>
<td>12</td>
<td>Apr 13-17</td>
<td>Reading on website design</td>
<td>Website analysis</td>
</tr>
<tr>
<td>13</td>
<td>Apr 20-24</td>
<td>Review Principles of Design</td>
<td>Revise your original Infographic. Show what you have learned about visual rhetoric by making the presentation better.</td>
</tr>
<tr>
<td>14</td>
<td>Apr 27-May 1</td>
<td>Review content in Portfolio 2</td>
<td>Final Report – Put together a report that summarizes the work you have completed during the course. Your audience will be either a potential employer, or a community partner that you have worked with. First draft due this week.</td>
</tr>
<tr>
<td>15</td>
<td>May 5</td>
<td>Final Portfolio 2 Report</td>
<td>Final Reflection – Write a memo explaining the changes you made to your infographic. Explanations must</td>
</tr>
</tbody>
</table>

**References:**
- http://www.npr.org/podcasts/510307/invisibilia
  - Semiotics of Fashion
  - The Rhetoric of Brand Identity: Nike
  - Ethics of Controversial Images
- https://persuasivemaps.library.cornell.edu/

**Schedule:**
- **Mar 2-6**: Reading on design of annual reports
- **Mar 16-20**: Work on ePortfolio
- **Mar 23-27**: Work on ePortfolio
- **Mar 30-Apr 3**: Reading on Mobile content design
- **Apr 6-10**: Reading on packaging design
- **Apr 13-17**: Reading on website design
- **Apr 20-24**: Review Principles of Design
- **Apr 27-May 1**: Review content in Portfolio 2
- **May 5**: Final Portfolio 2 Report
<table>
<thead>
<tr>
<th>Final</th>
<th>May 12</th>
<th>Course Reflection</th>
</tr>
</thead>
</table>

*All due dates are tentative*