

2	<i>Jan 30</i>	<ul style="list-style-type: none"> · Introduce Critical Framework Project · Visual and Rhetorical Analysis · Visual Rhetoric Keywords 	
3	<i>Feb 4</i>	<ul style="list-style-type: none"> · Introduce Whole-Class Curation · Introduce Visual Ethics Project 	
	<i>Feb 6</i>	<ul style="list-style-type: none"> · Review Critical Framework Evaluation Criteria and Samples 	
4	<i>Feb 11</i>	<ul style="list-style-type: none"> · Introduce Annotated Images Project · Review Curation Evaluation Criteria and Samples 	

This project asks you to create a short visual document (2-3 single-spaced pages) that argues for a definition of visual rhetoric (Visual rhetoric is . . .) and shows how it functions as both analytical and generative tool. Your statement should be rhetorically sophisticated, offer specific examples, and provide resources that will allow readers to identify and interpret the visual rhetorical features inherent in everyday images, places, and things.

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Timeline / Procedures

- January 30 – Introduce Project
- February 6 - Review Evaluation Criteria and Samples
- February 13 – Critical Framework Statement Draft Due
- February 20 – Critical Framework Statement Peer Review
- February 25 – Critical Framework Statement OPTIONAL Teacher Draft Due
- March 15 – Final Critical Framework Statement Due

Deliverable

The Critical Framework Statement can be delivered as a PDF document or as a web page (or a mock-up appropriate for conversion to html).

Possible Evaluation Criteria

- Logical Organization
- Clear Definition
- Clear Guidance for Performing Analysis
- Incorporates Visual Examples Effectively
- Clear Understanding of Visual Rhetoric
- Revised and Edited

Rhetorical Theory



To begin your consideration of Visual Rhetoric Keywords, let's return to the guiding questions:

- Is it possible to make a visual argument? Can a visual have persuasive power?
- What does it mean to be visually literate? What does it mean to compose visually?
- Has the relationship between text and visual shifted?
- How do visuals and written text work together to influence readers/viewers?
- How do cultural and social contexts influence viewers' responses to the visual?
- How do different disciplines and professions read, make meaning from, and compose visuals?
- What influences do screens, hypertexts, and multi-modality have on visual rhetoric?

Small Group Brainstorming



In small groups:

1. develop a list of possible visual rhetoric keywords
2. how can these keywords help you understand visual rhetorical analysis more fully?
3. how can these keywords translate to a definition for visual rhetorical analysis?



If you have any questions, please contact me through Canvas Conversations.