2	Jan	· Introduce Critical Framework	
	<i>30</i>	Project	
		· Visual and Rhetorical	
		Analysis	
		<ul> <li>Visual Rhetoric Keywords</li> </ul>	
3	Feb	· Introduce Whole-Class	
	4	Curation	
		· Introduce Visual Ethics	
		Project	
	Feb	· Review Critical Framework	
	6	Evaluation Criteria and	
		Samples	
4	Feb	· Introduce Annotated Images	
	11	Project	
		<ul> <li>Review Curation Evaluation</li> </ul>	
		Criteria and Samples	

### 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

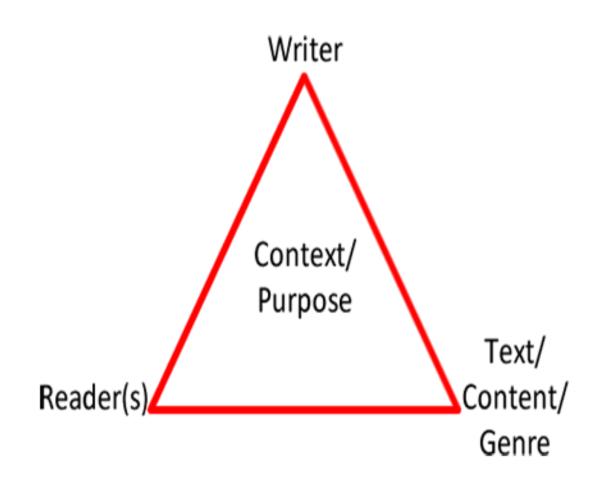
### Deliverable

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:

- 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.