

ENGL3385.001

Information Design & Visual Rhetoric

FALL 2014. TR 9:30 - 10:50 a.m. PH311

INSTRUCTOR

Dr. Yuejiao Zhang
English Department
CAH 623
R. 1:00-2:00 p.m.
Or by Appointment
yuejiao@uta.edu

DESCRIPTION

This course surveys the basic theories and elements of visual communication and rhetoric, as well as principles of document design, information graphics, typography, and color. Exercises and assignments will focus on evaluating, designing, and re-designing documents in a number of technical and professional communication genres. Students will develop a sensibility for making rhetorically-effective design choices and to development the skills to implement those choices. Students will also gain practical experience using graphic and document design software, including Adobe InDesign and Illustrator.

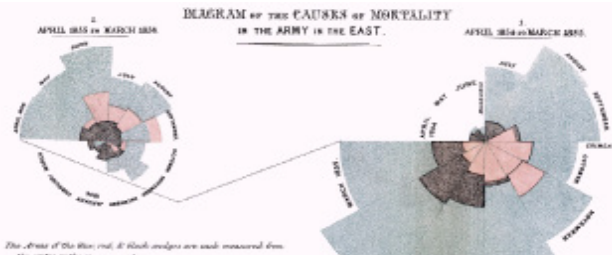
LEARNING OUTCOMES

Upon successful completion of this class, you will be able to

- Develop the vocabulary and sensibility to critique a design
- Apply graphic design theories to print and digital productions
- Design rhetorically effective documents by manipulating color, type, image, and page layout
- Create effective data visualizaiton for a given situation
- Approach design as a process
- Develop technical skills with design software

TEXTS

- Williams, Robin. *The Non-Designer's Design Book*. 3rd Ed. (2008).
- Williams, Robin. *The Non-Designer's InDesign Book*. (2012).
- Additional readings will be available in Blackboard.



ENGL3385

Information Design & Visual Rhetoric

ASSIGNMENTS

Project 1: Designing with Type (Design, Memo, & Presentation)	15%
Project 2: Data Visualization (Design, Memo, & Presentation)	20%
Project 3: Infographics (Design, Memo, & Presentation)	25%
In-Class Exercises + Participation + Peer Review	40%
Total	100%

GRADING

A (90-100)= Superior. Your assignment is highly professional and exceeds expectations. It meets the criteria described in the handout and you demonstrate excellence in audience awareness, organization, and document design. Submit this assignment as a graduate school writing sample or take it on job interviews as evidence of your communication ability.

B (80-89)= Proficient. Your assignment is professional in both writing and design, and it meets the criteria described in the handout. It is functional, and you demonstrate competence in audience awareness, organization, and document design. The difference between a grade of an A and a B is your attention to detail and/or the sophistication of your writing or design.

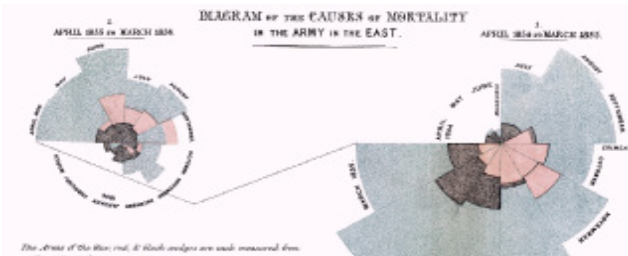
C (70-79)= Average. Your assignment meets the criteria described in the handout and that's about all it does. Your assignment may be reasonably organized, have few grammar, usage, and punctuation errors but it needs another edit and/or a redesign.

D (60-69)= Substandard. Your assignment needs substantial revision and fails to meet several criteria described on the handout. Your assignment needs a complete overhaul for it to be satisfactory.

F (<=59)= Unacceptable. Your assignment fails to meet the criteria described on the handout.

LATE ASSIGNMENTS

The course schedule includes the due dates for assignments. **No late assignments will be accepted unless you present a compelling reason with documentation at least one week in advance of the due date.** Assignments will not be accepted via email unless arrangements are made with me ahead of time.



ENGL3385

Information Design & Visual Rhetoric

ACADEMIC INTEGRITY

Academic Integrity: Students enrolled all UT Arlington courses are expected to adhere to the UT Arlington Honor Code:

I pledge, on my honor, to uphold UT Arlington's tradition of academic integrity, a tradition that values hard work and honest effort in the pursuit of academic excellence.

I promise that I will submit only work that I personally create or contribute to group collaborations, and I will appropriately reference any work from other sources. I will follow the highest standards of integrity and uphold the spirit of the Honor Code.

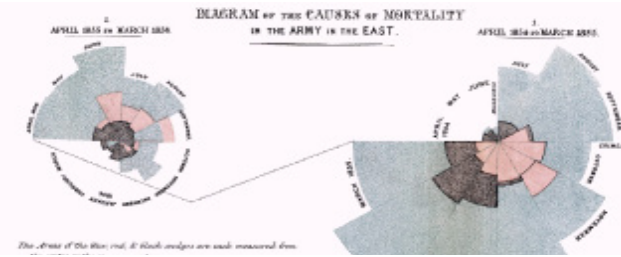
UT Arlington faculty members may employ the Honor Code as they see fit in their courses, including (but not limited to) having students acknowledge the honor code as part of an examination or requiring students to incorporate the honor code into any work submitted. Per UT System Regents' Rule 50101, §2.2, suspected violations of university's standards for academic integrity (including the Honor Code) will be referred to the Office of Student Conduct. Violators will be disciplined in accordance with University policy, which may result in the student's suspension or expulsion from the University.

STUDENT SUPPORT SERVICES

UT Arlington provides a variety of resources and programs designed to help students develop academic skills, deal with personal situations, and better understand concepts and information related to their courses. Resources include tutoring, major-based learning centers, developmental education, advising and mentoring, personal counseling, and federally funded programs. For individualized referrals, students may visit the reception desk at University College (Ransom Hall), call the Maverick Resource Hotline at 817-272-6107, send a message to resources@uta.edu, or view the information at www.uta.edu/resources.

TITLE IX

The University of Texas at Arlington is committed to upholding U.S. Federal Law "Title IX" such that no member of the UT Arlington community shall, on the basis of sex, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any education program or activity. For more information, visit www.uta.edu/titleIX.



ENGL3385

Information Design & Visual Rhetoric

FINAL REVIEW WEEK

A period of five class days prior to the first day of final examinations in the long sessions shall be designated as Final Review Week. The purpose of this week is to allow students sufficient time to prepare for final examinations. During this week, there shall be no scheduled activities such as required field trips or performances; and no instructor shall assign any themes, research problems or exercises of similar scope that have a completion date during or following this week unless specified in the class syllabus. During Final Review Week, an instructor shall not give any examinations constituting 10% or more of the final grade, except makeup tests and laboratory examinations. In addition, no instructor shall give any portion of the final examination during Final Review Week. During

EMERGENCY EXIT PROCEDURES

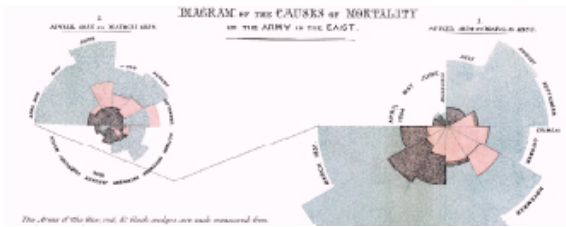
Should we experience an emergency event that requires us to vacate the building, students should exit the room and move toward the nearest exit, which is located [insert a description of the nearest exit/emergency exit]. When exiting the building during an emergency, one should never take an elevator but should use the stairwells. Faculty members and instructional staff will assist students in selecting the safest route for evacuation and will make arrangements to assist individuals with disabilities.

ELECTRONIC COMMUNICATION

UT Arlington has adopted MavMail as its official means to communicate with students about important deadlines and events, as well as to transact university-related business regarding financial aid, tuition, grades, graduation, etc. All students are assigned a MavMail account and are responsible for checking the inbox regularly. There is no additional charge to students for using this account, which remains active even after graduation. Information about activating and using MavMail is available at <http://www.uta.edu/oit/cs/email/mav-mail.php>.

STUDENT FEEDBACK SURVEY

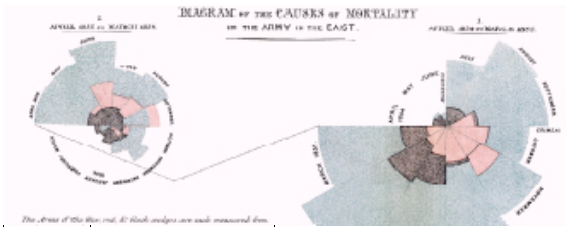
At the end of each term, students enrolled in classes categorized as “lecture,” “seminar,” or “laboratory” shall be directed to complete an online Student Feedback Survey (SFS). Instructions on how to access the SFS for this course will be sent directly to each student through MavMail approximately 10 days before the end of the term. Each student’s feedback enters the SFS database anonymously and is aggregated with that of other students enrolled in the course. UT Arlington’s effort to solicit, gather, tabulate, and publish student feedback is required by state law; students are strongly urged to participate. For more information, visit <http://www.uta.edu/sfs>.



ENGL3385

Information Design & Visual Rhetoric

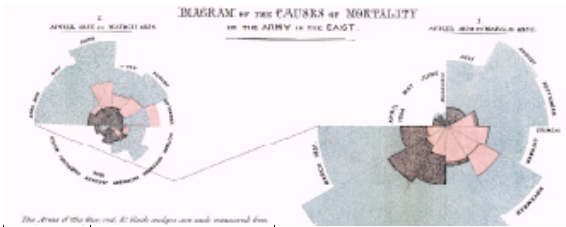
Date	Subject	Reading & Activity	Work Due
8/21	Introduction	In Class: <ul style="list-style-type: none"> • Introduction to the Course • What is Information Design? • Design Analysis 	
8/26	Principles of Design	In Class: <ul style="list-style-type: none"> • Principles of Design • Discuss <i>Designing with Type</i> Assignment • Redesign Exercise Reading Due Before Class: <ul style="list-style-type: none"> • Williams, Design Book, ch. 1-6 	
8/28	Principles of Design	In Class: <ul style="list-style-type: none"> • Introduce InDesign • Practice Reading Due Before Class: <ul style="list-style-type: none"> • Williams, InDesign Book, ch. 1-2 • Moll, “<u>Good Designers Redesign, Great Designers Realign</u>” 	Bring your USB drive to class from now on
9/2	Design with Type	In Class: <ul style="list-style-type: none"> • Typography Reading Due Before Class: <ul style="list-style-type: none"> • Williams, Design Book, ch. 9-11 • Williams, “Readability and Legibility” 	
9/4	Design with Type	In Class: <ul style="list-style-type: none"> • InDesign • Practice Reading Due Before Class: <ul style="list-style-type: none"> • Williams, InDesign Book, ch. 3 	
9/9	The Rhetoric of Design	In Class: <ul style="list-style-type: none"> • Rhetorical Situation of Visual Texts • Types of Speech Reading Due Before Class: <ul style="list-style-type: none"> • Selections from Aristotle <i>Rhetoric</i> 	
9/11	The Rhetoric of Design	In Class: <ul style="list-style-type: none"> • Rhetorical Appeals • InDesign Reading Due Before Class: <ul style="list-style-type: none"> • Williams, InDesign Book, ch. 4, 11 	



ENGL3385

Information Design & Visual Rhetoric

9/16		In Class: <ul style="list-style-type: none"> Work on <i>Designing with Type</i> Assignment 	
9/18		In Class: <ul style="list-style-type: none"> <i>Designing with Type</i> Show & Tell 	<i>Designing with Type & Memo</i>
9/23	Data Visualization	In Class: <ul style="list-style-type: none"> Chartjunk Discuss <i>Data Visualization</i> Assignment Reading Due Before Class: <ul style="list-style-type: none"> Tufte, "Graphical Excellence" Tufte (1983), "Chartjunk: Vibrations, Grids, and Ducks" 	
9/25	Data Visualization	In Class: <ul style="list-style-type: none"> Finding Stories in Data Choosing the Right Visualizations Reading Due Before Class: <ul style="list-style-type: none"> Few, "Exploratory Vistas: Ways to Become Acquainted with a Data Set for the First Time" 	
9/30	Data Visualization	In Class: <ul style="list-style-type: none"> Illustrator Practice 	
10/2	Data Visualization	In Class: <ul style="list-style-type: none"> Isotype & Pictograms Illustrator Practice Reading Due Before Class: <ul style="list-style-type: none"> Kinross, "On the Influence of Isotype" 	
10/7		In Class: <ul style="list-style-type: none"> Work on <i>Data Visualization</i> Assignment 	
10/9		In Class: <ul style="list-style-type: none"> Work on <i>Data Visualization</i> Assignment 	
10/14		In Class: <ul style="list-style-type: none"> <i>Data Visualization</i> Workshop 	Data Visualization Draft
10/16		In Class: <ul style="list-style-type: none"> <i>Data Visualization</i> Show & Tell 	<i>Data Visualization & Memo</i>
10/21	Functional Art	In Class: <ul style="list-style-type: none"> Infographics Discuss <i>Infographic</i> Assignment 	
10/23	Planning & Wireframing	In Class: <ul style="list-style-type: none"> Planning & Wireframing Illustrator Practice 	



ENGL3385

Information Design & Visual Rhetoric

10/28	Design with Graphics	<p>In Class:</p> <ul style="list-style-type: none"> • Searching for Graphics • Design with Graphics <p>Reading Due Before Class:</p> <ul style="list-style-type: none"> • Doumont, "Verbal Versus Visual: A Word is Worth a Thousand Pictures, Too" • Lipton, "How to Make Pictures that Inform" 	
10/30	Design with Graphics	<p>In Class:</p> <ul style="list-style-type: none"> • Illustrator • Practice 	
11/4	Design with Color	<p>In Class:</p> <ul style="list-style-type: none"> • Design with Color <p>Reading Due Before Class:</p> <ul style="list-style-type: none"> • Williams, Design Book, ch. 7 • Xerox, "International Color Guide" 	
11/6	Design with Color	<p>In Class:</p> <ul style="list-style-type: none"> • Illustrator • Practice 	
11/11	Human Factors	<p>In Class:</p> <ul style="list-style-type: none"> • Usability and Human Factors • Illustrator • Practice <p>Reading Due Before Class:</p> <ul style="list-style-type: none"> • "The Power of Design" • "What is Usability?" 	
11/13	Visual Ethics	<p>In Class:</p> <ul style="list-style-type: none"> • Copyright, Fair Use, and Appropriation <p>Reading Due Before Class:</p> <ul style="list-style-type: none"> • Moll, "Good Designers Copy, Great Designers Steal" 	
11/18		Work on <i>Infographic</i> Assignment	
11/20		Work on <i>Infographic</i> Assignment	
11/25		<i>Infographic</i> Workshop in Science Fair Format	<i>Infographic</i> Draft
11/27		Thanksgiving	
12/2		<i>Infographic</i> Workshop in Science Fair Format	<i>Infographic</i> Draft
12/8		Final Project Due—NO Final Exam	<i>Infographic & Memo</i>