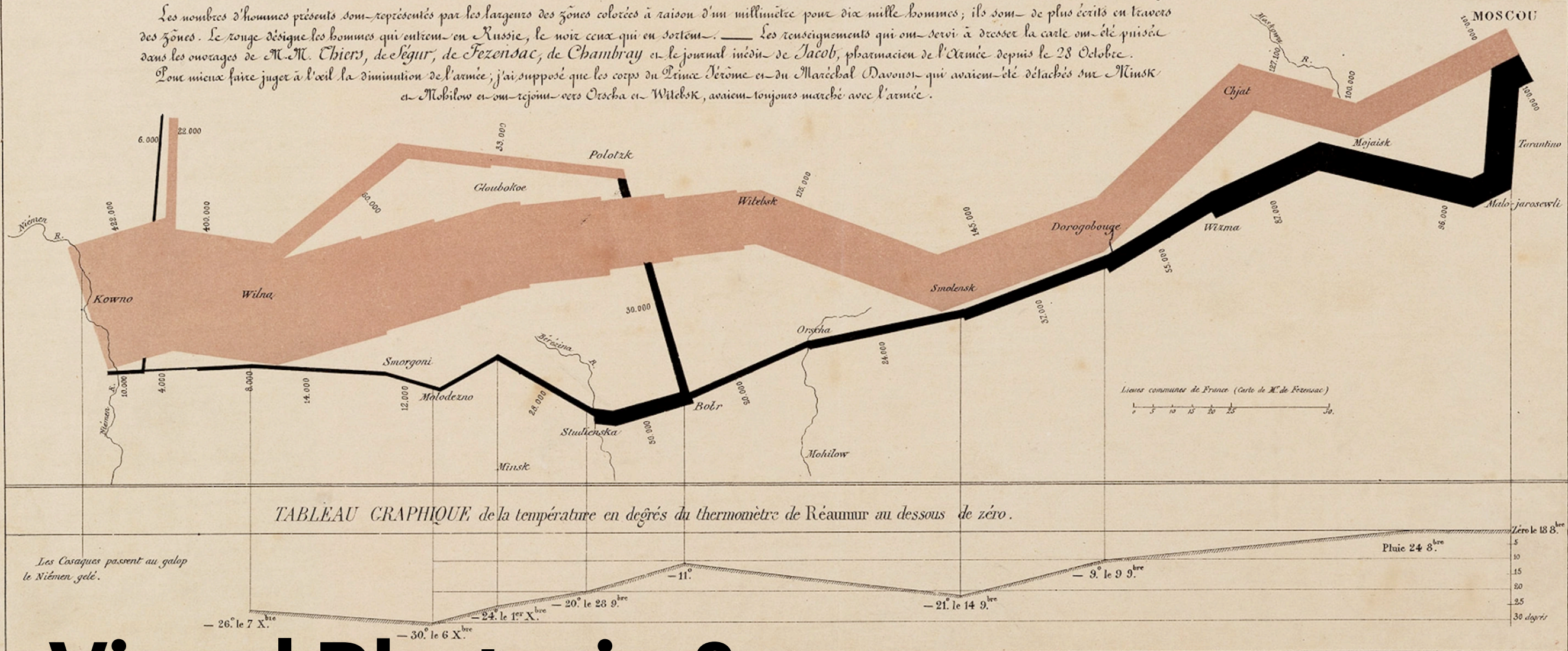


Carte Figurative des pertes successives en hommes de l'Armée Française dans la campagne de Russie 1812-1813.
Dressée par M. Minard, Inspecteur Général des Ponts et Chaussées en retraite. Paris, le 20 Novembre 1869.

Les nombres d'hommes présents sont représentés par les largeurs des zones colorées à raison d'un millimètre pour dix mille hommes; ils sont de plus écrits en travers des zones. Le rouge désigne les hommes qui entrent en Russie, le noir ceux qui en sortent. — Les renseignements qui ont servi à dresser la carte ont été puisés dans les ouvrages de M. M. Thiers, de Ségur, de Fezensac, de Chambray et le journal inédit de Jacob, pharmacien de l'Armée depuis le 28 Octobre. Pour mieux faire juger à l'œil la diminution de l'armée, j'ai supposé que les corps du Prince Jérôme et du Maréchal Davout qui avaient été détachés sur Minsk et Mohilow et qui rejoignent vers Orscha et Witebsk, avaient toujours marché avec l'armée.



Visual Rhetoric &
Document Design

ToC

01	Course Information
02	Texts
03	Assignments
04	Schedule
05	Policies
06	Image Credits & Copyright



HOLY SMOKES—WE REALLY NEED TO
BRING BACK THIS LOGO. (AND ME OF
COURSE!) HOW DO WE DO THIS?



01 Course Information

Description

This course focuses on how visual elements, whether verbal or graphic, work within different types of documents. Theory and research in visual rhetoric and technical communication will be used to develop models for how people process visual information in terms of a variety of social and cultural contexts.

ENGL 706/806

Dr. Daniel P. Richards

Spring 2023

Department of English

Old Dominion University

January 9th — April 24th

Gornto 0204 + Zoom

Monday, 7:10pm — 9:50pm



WOW—AN A.I.-GENERATED
PROFESSOR AVATAR. HOW
TIMELY. HOW COOL...

The University's Logo:

Which do you think is better?



Current logo ☒

FOOD
LION

Proposed Logo ☐

SAY "NO" TO THE SCREAMING CHICKEN!

Check the box corresponding to the one you prefer and bring this survey to the Mace & Crown office, Room 214, Webb Center by noon Friday.

These responses were written on ballots submitted to the Mace & Crown.



Books Available as PDFs

Gries, L. E. (2015). *Still Life with Rhetoric: A New Materialist Approach for Visual Rhetorics*. Utah State UP.

Kostelnick, C. (2019). *Humanizing Visual Design: The Rhetoric of Human Forms in Practical Communication*. Routledge.

Kress, G. (2006). *Reading Images: The Grammar of Visual Design* (2nd ed.). Routledge.

Lidwell, W., Holden, K., & Butler, J. (2010). *Universal Principles of Design*. Rockport.

Norman, D. A. (2002). *The Design of Everyday Things*. Basic.

Williams, R. (2015). *The Non-Designer's Design Book*. (4th ed.). Peachpit Press.



Books Requiring Purchase

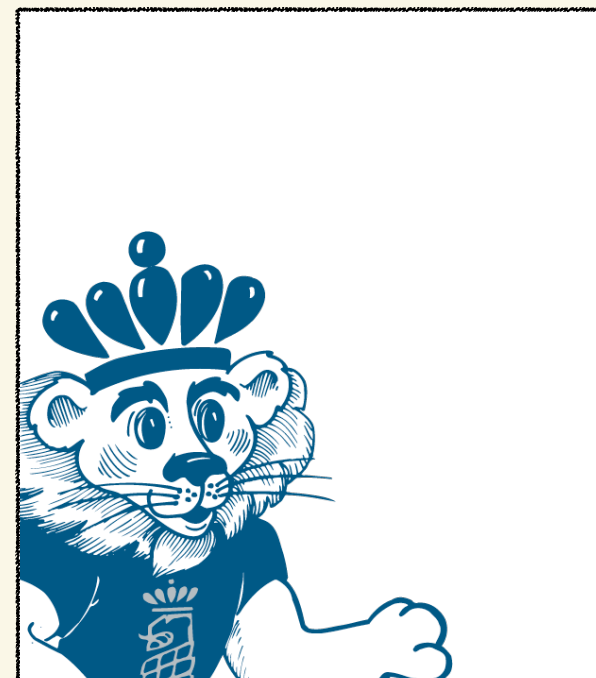
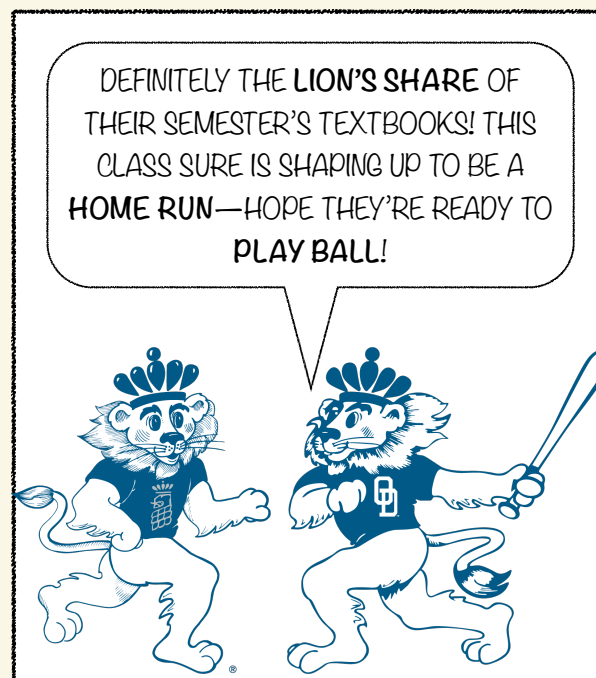
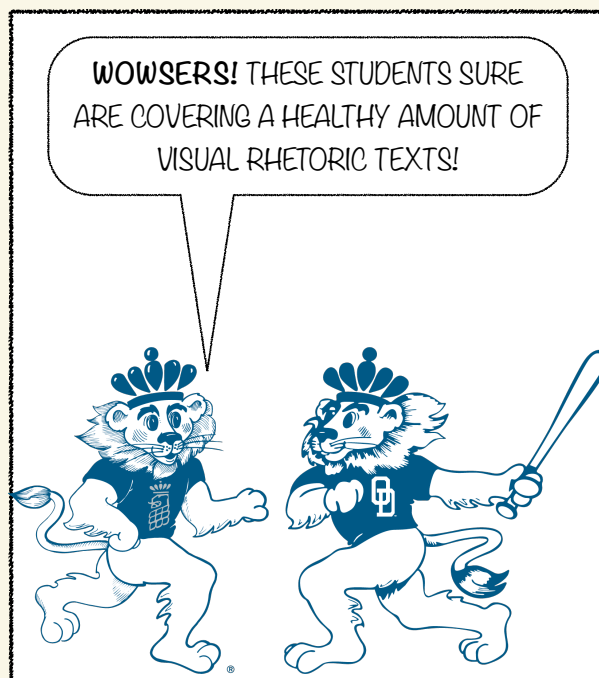
Kostelnick, C., & Hassett, M. (2003). *Shaping Information: The Rhetorical of Visual Conventions*. Southern Illinois UP.

Losh, E., Alexander, J., Cannon, K., & Cannon, Z. (2014). *Understanding Rhetoric: A Graphic Guide to Writing*. Bedford. (*Buy used first edition)

Lupton, E. (2010). *Thinking with Type* (2nd ed.). Princeton Architectural Press.

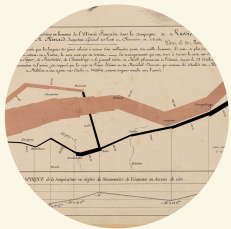
Lupton, E. (2017). *Design is Storytelling*. Cooper Hewitt.

Tufte, E. (2001). *The Visual Display of Quantitative Information* (2nd ed.). Graphics Press.



03 Assignments

Students have free choice in applications (e.g., Word, Pages, Canva), software (e.g., InDesign), or modality (e.g., hand-drawn, digital) used in designing visual work. Students enrolled in 700 (MA) and 800 (PhD) sections have different expectations not only in the assignments submitted by in their quality and depth. All written work must be in MLA format; reflexive praxis papers must include at least three unique citations.



Graph

Create an original graph that displays a relatively complex data set of your own choosing. Challenge yourself in visualizing the data in a non-derivative way that extends beyond the typical bar graph, line graph, or table. The graph will include a 1000-word reflexive praxis paper that applies concepts in our course texts directly to design decisions made.

MA

25%

PhD

20%



Document

Create a document that communicates an important message to a specific audience. This single-page document must follow design principles as they pertain to document layout and typography. The document will include a 1000-word reflexive praxis paper that applies concepts in our course texts directly to design decisions made.

25%

20%



Case Study

Investigate a specific case of visual rhetoric. A “case” could be a graphical trend, a photographic moment, a social movement, a circulation, a cohesive set of designs, a visual genre, or something related so long as the case is defined primarily by its visual rhetoric and conventions. Research on this case can be presented as a white paper (8-15 pgs.), recommendation report (8-15 pgs.), conference paper (8 pgs.), or journal article (20 pgs).

50%

50%

WOW—VERY COOL! I THINK ODU LOGO HISTORY WOULD BE A FANTASTIC CASE STUDY. JUST LOOK AT THE COOL POSTER IN SECTION 01. PLUS, YOU COULD RESCUE ME FROM THE HELLISH LANDSCAPE THAT IS THE DUSTY LIBRARY ARCHIVES WITH MY BASEBALL-PLAYING MASCOT TWIN AND OLDER BROTHER WHO ALWAYS TALKS ABOUT MARCH MADNESS FROM DECADES PAST. BUT IF NOT THAT'S COOL TOO!



Rhetographic

Create a *rhetographic* based on Genis Carreras's *Philographics* project, which depicts complex philosophical concepts in a single visualization. This rhetographic will depict the field, discipline, or concept of visual rhetoric to a wide audience. The graphic will include a 750-word reflexive praxis paper that applies concepts in our course texts directly to design decisions made.

—

10%



04 Schedule

Date	Theme	Readings	Assignments Due
Week 1: January 9	Visual Literacy	Kress (pgs. 1-44); Moriarty; Gee	
Week 2: January 16	No Meeting	Kostelnick & Hassett (pgs. 1-80); Lidwell et al.; Brumberger	
Week 3: January 23	Est. Historicity	Tufte (pgs. 1-90); Kimball (2006)	
Week 4: January 30	Maps	Tufte (pgs. 91-138); Welhausen (2015) or Proppen	
Week 5: February 6	Space & Time & Space	Tufte (pgs. 139-191); Kress (pgs. 79-113); Williams, M.	
Week 6: February 13	Conventions/Normality	Kostelnick & Hassett (pgs. 81-162); Norman (pgs. 187-281)	Graph
Week 7: February 20	Un-conventional Justice	Kostelnick & Hassett (pgs. 163-234); Welhausen (2022)	
Week 8: February 27	Staying Principled	Williams, R. (pgs. 1-150); Kimball (2013)	
Week 9: March 6	No Meeting	Williams, R. (pgs. 151-233); Lupton (2010, pgs. 1-83)	
Week 10: March 13	Lying with Viz	Lupton (2010, pgs. 84-207); Buehl; Lazard	Document
Week 11: March 20	Storytelling	Lupton (2017); Kress (pgs. 45-78)	
Week 12: March 27	Methods	Gallagher & Voss; Yergeau et al.; Teston	
Week 13: April 3	Materiality	Gries (pgs. 1-24, 135-176); Kostelnick (pgs. 12-56)	
Week 14: April 10	Comics et al.	Losh et al.; Anderson; Hill & Helmers	
Week 15: April 17	Interactivity	Rawlins & Wilson; Richards & Jacobson	Rhetographic
Week 16: April 24	Reflection	<div> <p>DON'T LISTEN TO MY LITTLE BRO. EVERYTHING IS NOTHING BUT NET DOWN HERE IN THE ARCHIVES. DON'T FALL FOR HIS GUILT-TRIPPY PROJECT SUGGESTION. JUST FOCUS ON THIS ELEGANT, AIR-TIGHT SCHEDULE AND DON'T WORRY ABOUT US. AFTER ALL, I'M THE MOST SUCCESSFUL ATHLETE HERE. OH AND NO READINGS FOR WEEK 16. YOU'RE WELCOME.</p> </div>	



Case Study



Academic Integrity

Old Dominion University is committed to students' personal and academic success. In order to achieve this vision, students, faculty, and staff work together to create an environment that provides the best opportunity for academic inquiry and learning. All students must be honest in their studies. The following behaviors violate this policy:

Cheating: Using unauthorized assistance, study aids, or other information.

Plagiarism: Using someone else's language, ideas, or other original material without acknowledging its source in any academic exercise. Plagiarism will result in the failure of the assignment and possibly the failure of the course. Students cannot use work completed for credit in previous courses to count towards this course.

Fabrication: Inventing, altering, or falsifying any data, citation, or information.

Facilitation: Helping another student commit, or attempt to commit, any Academic Integrity violation, or failure to report suspected Academic Integrity violations to a faculty member.

Academic dishonesty will be reported to the Office of Student Conduct and Academic Integrity.

Student Conduct

Old Dominion University is committed to fostering an environment that is: safe and secure; inclusive; and conducive to academic inquiry, student engagement and student success. A community exists on the basis of shared values and principles. At Old Dominion University, student members of the community are expected to uphold and abide by standards of conduct that form the basis of the Code of Student Conduct (odu.edu/oscai). These standards are embodied within a set of core values that include *integrity, fairness, respect, community, and responsibility*. When student members of the community fail to exemplify these values, student conduct proceedings are used to assert and uphold the Code. All students are expected to assume responsibility for their conduct, and to assume reasonable responsibility for the behavior of others.

Attendance

Attendance is required. You can miss one class; missing a second class affects your final grade (1/3 letter grade for each unexcused absence). Two lates count as one absence.

Accommodations

Old Dominion University is committed to ensuring equal access to all qualified students with disabilities in accordance with the Americans with Disabilities Act. The Office of Educational Accessibility (OEA) is the campus office that works with students who have disabilities to provide and/or arrange reasonable accommodations. If you experience a disability which will impact your ability to access any aspect of my class, please present me with an accommodation letter from OEA so that we can work together to ensure that appropriate accommodations are available to you (odu.edu/educationalaccessibility). If you anticipate being absent from class due to religious observances, please inform me by the second class meeting.

Assessment

Letter grades will be assigned for each component of the course:

A	92.5-100	B+	87.5-89.9	C+	77.5-79.9	D+	67.5-69.9
A-	90-92.4	B	82.5-87.4	C	72.5-77.4	D	62.5-67.4
		B-	80-82.4	C-	70-72.4	D-	60-62.4

Late assignments will receive a penalty of 1/3 of a letter grade per day, including weekends. Extensions will be negotiated on a situational basis, but permission must be sought in advance. The grading standards are:

A: An 'A' project is exceptional. It is professional, creative, and attentive to design theory and practice. It contains all required assignment elements, is written in an appropriate and engaging style, arranged logically, memorable, and free of mechanical errors.

B: A 'B' project is strong. It is mostly professional, creative, and attentive to design theory and practice. It contains all required elements of the assignment and reflects consideration of the rhetorical situation. It is generally above average in terms of the criteria mentioned above, but falls short of excellence in one or more category. It has only minor mechanical errors.

C: An 'C' text is competent. It contains all required elements of the assignment. It is below average in terms of the major criteria listed above. It has a few mechanical errors.

D/F: A 'D' or 'F' text is weak. It does not include the required elements of the assignment and it falls below average in terms of one or more of the major criteria.

06 Image Credits & Copyright

The materials used for this course may contain copyright-protected materials. These items are being used with regard to the Fair Use doctrine in order to enhance the learning environment. Please do not copy, duplicate, download or distribute these items. The use of these materials is strictly reserved for this online classroom environment and your academic use only to meet the requirements of this course.

Canvas Course Homepage Image

Mason, Betsy. "The Underappreciated Man Behind the 'Best Graphic Ever Produced'." *National Geographic*.

Available at: <https://www.nationalgeographic.com/culture/article/charles-minard-cartography-infographics-history>

Note from article: Map from "Cartographies of Time," courtesy of Princeton Architectural Press

Canvas Course Panel Image

Rizkiyanto, Ferdi. "What Lies Under."

Available at: <https://www.behance.net/gallery/1609965/What-Lies-Under>

Old Dominion University Logo Contest Flyer

Frizzell, Mel. "The 'Screaming Chicken' aka ODU's Most Controversial Logo."

Available at: <https://sites.wp.odu.edu/scua/2022/04/05/odus-most-controversial-logo/>

Historical University Logos

Old Dominion University Logo Archives: <https://ww1.odu.edu/about/historyandarchives/logo-archive>

Books Available As PDFs Icon

"ebook" by ProSymbols: <https://thenounproject.com/browse/icons/term/ebook/>

Books Requiring Purchase Icon

"bookshelf" by Smashicons: <https://thenounproject.com/browse/icons/term/bookshelf/>

