

# Visible Rhetoric

## Tentative Daily Schedule

I reserve the right to revise the course schedule based on our class needs. Check ReggieNet daily to ensure that you don't miss any updates. All readings not in our textbook can be accessed via on ReggieNet; they are both hyperlinked in the "daily schedule" and available under "resources."

Date	Readings	Assignments
<b>Week 1</b>	<b>What are Visible Rhetorics?</b>	
<b>Tues</b> <b>1/15</b>		
<b>Thurs</b> <b>1/17</b>	Sturken and Cartwright, "Images, Power, and Politics" (pp. 13-47) [BOOK]	
<b>Week 2</b>	<b>Who Sees What? Perspective and Gaze</b>	
<b>Tues</b> <b>1/22</b>	Sturken and Cartwright, "Viewers Make Meaning" (pp. 51-60, 74-86), "Perspective in Digital Media" (pp. 166-174) [BOOK]	
<b>Thurs</b> <b>1/24</b>	Sturken and Cartwright, "Modernity: Spectatorship, the Gaze, and Power" (pp. 103-133) [BOOK]	Visual Bio due (Assignments)
<b>Week 3</b>	<b>Reproduction and Remix</b>	
<b>Tues</b> <b>1/29</b>	Sturken and Cartwright, "Visual Technologies, Reproduction, and the Copy" (pp. 179-185), "The Politics of Reproducibility, "Ownership and Copyright," "Reproduction and the Digital Image," "3D Reproduction and Simulation" (pp. 195-215) [BOOK]	
<b>Thurs</b> <b>1/31</b>	Dustin Edwards, "Framing Remix Rhetorically: Toward a Typology of Transformative Work" (pp. 41-54) [PDF]  Virginia Kuhn, " <a href="#">The Rhetoric of Remix</a> " (login through the library before clicking if off campus)	

<b>Week 4</b>	<b>Irony, Parody, and Memes</b>	
<b>Tues</b> 2/5	Sturken and Cartwright, "Postmodernism: Irony, Parody, and Pastiche" (pp. 301-330) [BOOK]	
<b>Thurs</b> 2/7	Heidi E. Huntington, "Pepper Spray Cop and the American Dream: Using Synecdoche and Metaphor to Unlock Internet Memes' Visual Political Rhetoric" (pp. 77-93) [PDF]  Stefka Hristova, "Visual Memes as Neutralizers of Political Dissent" (pp. 265-276) [PDF]	
<b>Week 5</b>	<b>Basic Principles of Design</b>	
<b>Tues</b> 2/12	Williams, "Introduction" (pp. 11-14), "Contrast" (pp. 69-84), "Repetition" (pp. 55-68) [BOOK]  Workshop	
<b>Thurs</b> 2/14	Williams, "Alignment" (pp. 33-54), "Proximity" (pp. 15-32), "Review of the Four Design Principles" (pp. 85-94) [BOOK]  Workshop	
<b>Week 6</b>	<b>Visual Rhetoric in Mass Media</b>	
<b>Tues</b> 2/19	Sturken and Cartwright, "Critiques of Mass Culture" (pp. 219-234), "Media as Nation and Public Sphere," "Democracy and Citizen Journalism," and "Global Media Events"(pp. 240- 253) [BOOK]	Photoshop Argument due (Assignments)  Team Member Evaluation due (Assignments)
<b>Thurs</b> 2/21	Chelsea Bihlmeyer, "Unpacking the Tinder Lexicon: Visual Rhetoric and Power" (pp. 23-41) [PDF]  Timothy R. Gleason and Sara S. Hansen, "Image Control: The Visual Rhetoric of President Obama" (pp. 55-71) [PDF]	
<b>Week 7</b>	<b>Color Theory and Ethical Images</b>	
<b>Tues</b> 2/26	Williams, "Design with Color" (pp. 95-112) [BOOK]  Jonathan Buehl, "Toward and Ethical Rhetoric of the Digital Scientific Image: Learning From the Era When Science Met Photoshop" (pp. 184-206) [PDF]	
<b>Thurs</b> 2/28	No class today – work on your data visualization project	

<b>Week 8</b>	<b>Typography</b>	
<b>Tues</b> <b>3/5</b>	Williams, "The Essentials of Typography" (pp. 151-166), "Type (&Life)" (pp. 167-174), "Categories of Type" (pp. 175-186), "Type Contrasts" (pp. 187-218), "Does It Make Sense?" (pp. 219-222) [BOOK]	
<b>Thurs</b> <b>3/7</b>	Workshop	Data Visualization due (Assignments)
	<b>Spring break!</b>	
	No class this week (3/11 - 3/15)	
<b>Week 9</b>	<b>Visual Marketing</b>	
<b>Tues</b> <b>3/19</b>	Sturken and Cartwright, "Brand Culture: The Images and spaces of Consumption" (pp. 257-260), "Brands as Image, Symbol, and Icon" (pp. 260-265), "Brand Ideologies" (pp. 272-278) [BOOK]  Allen Martinez, " <a href="#">Video Marketing Strategy: What Marketers Need to Know</a> "	
<b>Thurs</b> <b>3/21</b>	Client visit: Master Duque from Duque Institute of Martial Arts  Browse website: <a href="https://www.ottawadima.com/">https://www.ottawadima.com/</a>	Client questions due (in class)  Initial pitches due (in class)
<b>Week 10</b>	<b>Selling Solutions</b>	
<b>Tues</b> <b>3/26</b>	Sturken and Cartwright, "The Spaces of Modern Consumerism" (pp. 265-272) [BOOK]  Cindy Burgess, " <a href="#">How to Make a Storyboard for a Video</a> "	
<b>Thurs</b> <b>3/28</b>	Sturken and Cartwright, "Commodity Fetishism and the Rise of the Knowing Consumer" (pp. 278-283)  Envato, " <a href="#">Learn Video Editing</a> "  Workshop	Storyboard due (drop box)

<b>Week 11 Video Circulation</b>		
<b>Tues</b> 4/2	Sturken and Cartwright, "Social Media, Consumer Data, and the Changing Spaces of Consumption," "DIY Culture, the Share Economy, and New Entrepreneurism" (pp. 288-295) [BOOK]  Irina Weber, " <a href="#">7 Top Tips to Create a Killer Video Content Strategy</a> "	
<b>Thurs</b> 4/4	Workshop	
<b>Week 12 Workshop</b>		
<b>Tues</b> 4/9	Workshop	
<b>Thurs</b> 4/11	Workshop	Video Project due (Assignments)  Team Member Evaluation due (Assignments)
<b>Week 13 Global Images</b>		
<b>Tues</b> 4/16	Sturken and Cartwright, "The Global Flow of Visual Culture" (pp. 379-420) [BOOK]	
<b>Thurs</b> 4/18	Lisa M. Corrigan, "Visual Rhetoric and Oppositional Consciousness: Poster Art in Cuba and the United States" (pp. 71-91) [PDF]  Christopher Garland, "The Visual Rhetoric of 'Voluntourists' and Aid Workers in Post-Earthquake Haiti" (pp. 79-102) [PDF]	
<b>Week 14 Images of Science and Advocacy</b>		
<b>Tues</b> 4/23	Sturken and Cartwright, "Social Awareness and the Selling of Humanitarianism" (pp. 283-288), "Scientific Looking, Looking at Science" (pp. 337-340), "The Genetic and Digital Body," "Visualizing Pharmaceuticals and Science Activism" (pp. 364-374) [BOOK]	
<b>Thurs</b> 4/25	Natalie Pang and Pei Wen Law, "Retweeting #WorldEnvironmentDay: A Study of Content Features and Visual Rhetoric in an Environmental Movement" (pp. 54-61) [PDF]  Watch excerpts from <a href="#">Chasing Ice</a>	

<b>Week 15</b>	<b>Environmental Images</b>	
<b>Tues 4/30</b>	Jacob Greene, "Premeditating Ecological Crisis: A Visual Rhetoric of Florida Sinkholes" (pp. 0-25) [PDF]  Kenneth Walker, "Mapping the contours of Translation: Visualized Un/Certainties in the Ozone Hole Controversy" (pp. 104-120) [PDF]	
<b>Thurs 5/2</b>	Visual Advocacy Presentations	VAP materials due (Assignments)
	<b>Finals Week</b>	
<b>Tues 5/7</b>	Visual Advocacy Project and Team Member Evaluation due by 11:55pm on Tuesday, May 7.	Visual Advocacy Project due (Assignments)  Team Member Evaluation due (Assignments)