

## RHE 315 Introduction to Visual Rhetoric Fall, 2008

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Unique Number: 45230

Place and Time: Monday & Wednesday, 2–3:30; PAR 104

Instructor: John Ruskiewicz

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Office Hours: MW 3:30–5 and by appointment

**Goals:** Rhetoric 315 is a course designed to teach you to analyze and explore visual and non-verbal forms of rhetoric. It remains, first and foremost, a writing class, but one immersed in daily issues of culture, design, and visual literacy.

**Coursework:** You will write several minor papers for class, develop three major projects, and present one visual text as an oral report. We'll spend considerable time in class developing and writing papers. You'll turn in a draft for each major paper/project, and several of you will have the opportunity to have a project showcased in class--that is, edited by the entire group.

You will also get feedback from me on two of your major projects: I will edit these materials with you, one-on-one, in my office.

**Grades:** To pass the course, you must turn in **on time** proposals and first drafts for each of the three major papers. Submission of these materials is a course requirement. Drafts will not be letter graded. If you do not turn in a draft of an essay, you will not receive a grade higher than "C" on the final version.

Your final grade will be calculated according to the average of the major projects with the following values:

Project 1 / 25%

Project 2 / 25%

Project 3 / 25%

Minor writing assignments / 10%

Oral Presentation / 10%

Participation / 5%

For more details, check the grading grid on Blackboard. Class participation will be based heavily on the editing you do of colleague's drafts and in-class comments. Note that this grading formula assumes satisfactory attendance and the completion of all assignments (including reading and editing work) on time.

Final versions of papers will receive a letter grade assigned the following values, with some modification to indicate plus and minus marks:

A / 95

B / 85

C / 75

D / 65

F / 1-59

Paper or assignment not turned in: 0.

Your final course grade will be awarded on the following averages:

A / 100-90

B / 89-80

C / 79-70

D / 69-60

F / 59-0

Please note that a 69 is a "D," 79 is a "C," an 89 a "B."

Do not discard any drafts, notes, papers or research materials you produce during the course until after you have received a final grade. You may want to keep course materials in a folder or on Webspaces.

You will need to know how to load files to Discussion Boards on the RHE 315 Blackboard site. The process is as simple as attaching a document to email.

**Materials and Textbooks:** For this class, you will need to purchase:  
John Ruskiewicz, et al., *The Scott Foresman Handbook for Writers*. 8th edition. New York: Prentice Hall, 2007

Our second course text is *Beyond Words*, 2nd edition. New York: Longman, 2009. The book is not yet available in printed form, but

pdfs of the chapters are posted in Course Documents for your use.

**Attendance/Late Assignments:** You are expected to attend class regularly and to participate in in-class editing, revising, and discussion. **If you miss six classes or more, you will fail automatically.** Please take attendance seriously. As part of the class participation grade, I award one point to anyone with perfect attendance. Note, though, that the attendance column on the "Grade Center" records the total number of classes you have missed during the term. Do not add the number in this column to your point total for the course. You don't get extra points for missing class!

Papers, drafts, and other out-of-class assignments are due at the beginning of the class period for which they are assigned. Late drafts or papers will result in a reduction of one letter grade for each class day they are late. Short out-of-class assignments or Web forum postings are not accepted late. There is no makeup of in-class work and no extra credit.

**Scholastic Responsibility/Complaints:** Turning in work that is not your own or any other form of scholastic dishonesty will result in a major course penalty (including possible failure in the course). A report of the incident will also be made to the Office of the Dean of Students.

Bring any questions you have about grades or policies to me first. Complaints we cannot resolve can be taken to the Associate Director of the Department of Rhetoric and Writing (Parlin 3).

**Accommodation for Students with Disabilities :** The University of Texas at Austin provides upon request appropriate academic adjustments for qualified students with disabilities. For more information, contact the Office of the Dean of Students at 471-6259, 471-4641 TDD.





**Web-based Class Sites** Since fall 2001, web-based, password-protected class sites have been available for all accredited courses taught at The University. Syllabi, handouts, assignments and other resources are types of information that may be available within these sites. Site activities could include exchanging e-mail, engaging in class discussions and chats, and exchanging files. In

addition, class e-mail rosters will be a component of the sites. Students who do not want their names included in these electronic class rosters must restrict their directory information in the Office of the Registrar, Main Building, Room 1. For information on restricting directory information see:  
<http://www.utexas.edu/student/registrar/catalogs/gi00-01/app/appc09.html>

**Cell Phones:** Turn off your cell phone before class begins. I don't permit students to take calls during class and I don't want phones interrupting our work or discussions. If you can't bear to be without a phone for our class period, sign up for a different section.

(08F) INTRO TO VISUAL RHETORIC-W (45230) Syllabus

Edit Mode:  ON

(08F) INTRO TO VISUAL RHETORIC-W (45230)

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## Syllabus

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### Syllabus

Fall, 2007 -- RHE 315 -- Section 46140

#### Class Schedule

[August](#)[September](#)[October](#)[November](#)[December](#)

#### August

**August 27**

Course introduction/policies

Reading Assignment: *Beyond Words*, Introduction and Chapter 1, "Reading Texts", including essays at the end of the chapter by Thomas Washington, Manohla Dargis, and Steven Johnson

#### September

**September 3**

Introduction to Rhetoric

Discussion of Thomas Washington, "A Librarian's Lament" and Manohla Dargis, "Defending Goliath: Hollywood and the Art of the Blockbuster."  
Assignment: Browse *Scott Foresman Handbook 8*, Part V Grammar and Part VI Punctuation and Mechanics, pp. 387-485 and 532-608.

Writing Assignment: Response to Handbook Reading: Three Rules I Never Knew, due September 8 (See Discussion Board for the details.)

**September 8**

Introduction to Rhetoric (cont.)

Discussion of Steven Johnson, "Watching TV Makes You Smarter."  
Review of Grammar and Mechanics**September 10**Visual Text: *Triumph of the Will* (selected scenes)

Discussion

Reading Assignment: *Beyond Words*, Chapter 2 "Composing Texts"Writing Assignment: Response to *Triumph of the Will*, due September 15 (See Discussion Board for the details.)**September 15**Discussion of responses to *Triumph of the Will*Visual Text: Charlie Chaplin's *The Great Dictator* (selected scenes)Writing Assignment: Reflection on both *Triumph* and *The Great Dictator*, due September 17 (See Discussion Board for the details.)**September 17**Discussion of *Triumph* and *Great Dictator* response assignment.

Visual Text: Prada Marfa

Oral Report/Visual Text Assignment Explained (see Assignments on BlackBoard for the complete assignment)

Reading Assignment: *Beyond Words*, Chapter 4, Places and Environments, Introduction and Gallery.**September 22**

Discuss Chapter 4 Introduction and Gallery

Writing Assignment: Responding to the Blanton, due September 29 (See Discussion Board for the details.)

Reading Assignment: *Beyond Words*, Chapter 4, "Places and Environments," Casebook 4.1, Places We Inhabit: look at the images and browse the first two essays. Then read "The Comfy Chair Revolution."

#### September 24

Project #1 Places and Environments assigned; first draft due October 13

Reading Assignment: *Beyond Words*, Chapter 4, Casebooks 4.2

Borderlands and 4.3 On the Road

Writing Assignment: Topic Proposal for Project #1, due October 6

#### September 29

Review of Discussion Board essays on the Blanton Museum

Visual Text of the Day: Speaker to be assigned

Discussion of Casebooks 4.2 Borderlands and 4.3 On the Road

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### October

#### October 1

No class today.

#### October 6

Visual Text of the Day: Speaker to be assigned

Discussion of topic proposals for Project #1

Topic proposals for Project #1 due .

#### October 8

Discussion of topic proposals for Project #1 continues.

#### October 13

Paper #1 Editing Workshop

First draft of Project #1 due

Reading Assignment: *Beyond Words*, Ch. 8, Politics and Advocacy, Introduction and Gallery

#### October 15

Visual Text of the Day: Rachel Stepp & Bevans Welder

Discussion of Ch. 8 Introduction and Gallery

Project #1 Showcase

Reading Assignment: *Beyond Words*, Cluster 8.1 "Rock the Vote"

Project #2 *Politics and Advocacy* assigned, first draft due October 29

Writing Assignment: Topic Proposal for Project #2, due October 22

#### October 20

Visual Text of the Day: Kate Willcutts

Discussion of "Politics" assignment

Reading Assignment: *Beyond Words*, Casebook 8.2 and 8.3

#### October 22

Visual Text of the Day: Monica Li

Topic Proposal for Project #2 due

Review of topic proposals

#### October 27

Visual Text of the Day: Wendilyn Ilund

Review of topic proposals for Project #2 (cont.)

Final version of Project #1 due

#### October 29

Visual Text of the Day: Andrew Harris

First draft of Project #2 due

Project #2 Editing Workshop

Reading Assignment: *Beyond Words* Ch. 7 "Style, Design, and Culture," Introduction and Gallery

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### November

#### November 3

Visual Text of the Day: Amanda Pekowski  
Project #3: "Style, Design, and Culture" assigned, first draft due November 17  
Reading Assignment: *Beyond Words*, Cluster 7.1 "The Design of Everyday Things"  
Writing Assignment: Project #3 topic proposal, due November 10

**November 5**

Visual Text of the Day: Chesna Bowman  
Project #2 Showcases  
Reading Assignment: *Beyond Words*, Clusters 7.2 and 7.3 "The Eyes of the Beholder" and "The Culture and Politics of Design"

**November 10**

Visual Text of the Day: Justin Haddock  
Topic proposals for Project #3 due

**November 12**

Visual Texts of the Day: Amanda Fransham and Rachel Stepp  
Review of topic proposals (cont.)  
Final version of Project #2 due

**November 17**

Visual Texts of the Day: Ashley Fondren and Nicole Zayas-Dorchak  
Project #3 Editing Workshop and Showcases  
First draft of Project #3 due

**November 19**

Visual Text of the Day: James Duncan & Kaitlin Wehlman  
Project #3 Showcases

**November 24**

Visual Text of the Day: Steven Chang & Eric Rousseau  
Project #3 Showcases

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**December****December 1**

Visual Text of the Day: Anna Bleker & Ruben Rangel  
Project #3 Showcases continue

**December 3**

Visual Text of the Day: Samantha Amador, Sara Povlish & Lauren Scharnhorst  
Final version of Project #3 due December 5 (note that this is a change: original due date had been December 3)  
Course evaluation

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*Page last updated July 24, 2007, by John Ruszkiewicz.*