UNIVERSITY of NICOSIA

Course Syllabus

Course Code	Course Title	ECTS Credits
DES-501	Visual Rhetoric	10
Prerequisites	**Department**	**Semester**
-	Design & Multimedia	Fall/Spring
Type of Course	**Field**	**Language of Instruction**
Required	Art & Design	English
Level of Course	**Lecturer(s)**	**Year of Study**
2nd Cycle	Prof. Klimis Mastoridis	1st
Mode of Delivery	**Work Placement**	**Corequisites**
Face-to-Face	N/A	-

Course Objectives:

The main objectives of the course are to:
- Engage students in contemporary visual rhetoric analysis, discuss the different modes and applications, and examine its function in the digital world.
- Develop an understanding of how the mechanics of graphic production relate to visual rhetoric strategies employed in communication.

Learning Outcomes:

After completion of the course students are expected to be able to:
1. Understand the different roles images play in culture, their structure, how they work and how they create meaning.
2. Provide an account of, and evaluate the various tools employed to produce visual messages.
3. Read, analyse and interpret images in a way that sharpens their ability to effectively apply their knowledge onto their practical work.
4. Employ forms of communication such as graphics, web design, photography and painting to explore the ways in which images reflect and shape cultural meaning.
5. Demonstrate skills in creative integration of images and text and the application of theoretical knowledge into creative practice.

Course Content:

What is visual rhetoric? Past, present future. How do images work on their own and how they collaborate with text. Visual rhetoric in theory and practice; workout for the eyes and exercise for the brain! How does visual rhetoric connect with traditional and emerging technologies? Visual persuasion: is Gestalt still with us? Stereotypes and typography.

Learning Activities and Teaching Methods:

Lectures, seminars. Group discussions on work in progress enable students to develop their critical analysis, problem-solving, and argumentation skills. Tutorials offer guidance for the developing of the proposal or the brief and monitor progress.

Assessment Methods:

Design projects and research. Essays, library work and research. One–day projects. Seminars, presentations & handouts. Written tests and reports. Class attendance & performance.

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Visual rhetoric and the eloquence of design	Atzmon, L.	Parlor Press	2011	978-1602351912
About looking	Berger J.	Vintage	1992	978-0679736554
Lecturer's notes & material	Klimis Mastoridis	Online		

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Defining Visual Rhetorics	Hill, Charles A. Helmers, Marguerite	Routledge	2004	ebook

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Visual Visual rhetoric in a digital world	Handa, C.	Bedford	2004	978-0312409753
Dictionary of visual discourse: A dialectical lexicon of terms	Stuart Hannabuss	Emerald Group Publishing Limited	2012	ebook
The dynamics of persuasion: communication and attitudes in the 21st century	Perloff, Richard M.	Lawrence Erlbaum Associates	2003	0805840877
Information design journal		John Benjamins		periodical
The visible language		RISTD		periodical