UNIVERSITY *of* NICOSIA

Course Syllabus

Course Code	Course Title	ECTS Credits
DAD-501	Visual Rhetoric	10
Prerequisites	**Department**	**Semester**
N/A	Design & Multimedia	Fall/Spring
Type of Course	**Field**	**Language of Instruction**
Compulsory	Digital Art and 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	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 rhetorical strategies employed to produce visual messages.
  3. 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. Why the visual? How do images work on their own and how they collaborate with text? Modes of persuasion. Analysing and interpreting the visual; 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 visual communication.

Learning Activities and Teaching Methods:

Lectures, research seminars, group discussions, tutorials, projects, workshops by invited professional/academic.

Assessment Methods:

Projects, written essays, oral presentations, 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 H.	Routledge	2004	ebook

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