

PRWR 4800 3.0 Advanced Workshop 1: Visual Information and Document Design

The course considers various strategies for the visual representation of information. What sorts of figures and illustrations aid communication and what sorts obscure? What visual relations ought there to be between illustration and text? What effects do these relations have on the document as a whole?

This course offers a substantive introduction to visual rhetoric. History, theory, and elements of document design, as well as to the application of this knowledge, will be explored throughout the course. PRWR 4800 is based on the inextricable relationship of text/image content to its formal presence. Thus, the course considers the elements of documentary form and then requires students to assemble these elements into a variety of formats for differing audiences and purposes. Students will develop, implement and defend effective strategies for visual presentation of information, based on sound aesthetic and needs-based means of assessment.