



Exchange programme Vrije Universiteit

Vrije Universiteit Amsterdam - Exchange programme Vrije Universiteit - 2020-2021

Visual Rhetoric

Course Code	L_NCBACIW311
Credits	6
Period	P5
Course Level	300
Language Of Tuition	English
Faculty	Faculty of Humanities
Course Coordinator	dr. L. Lagerwerf
Examiner	dr. L. Lagerwerf
Teaching Staff	dr. L. Lagerwerf, R.A.M. van den Heerik MA
Teaching method(s)	Seminar, Lecture

Course Objective

To acquire knowledge of processing verbal and visual messages, and especially their interactions

To learn the fundamental cognitive principles behind:

- visual metaphors in advertising;
- interplay of text and visuals in instructional communication;
- effectiveness of infographics in news and business communication.

To investigate communication messages with appropriate research methods

To apply learned knowledge to well-reasoned assessment of communication messages

To explore the possibilities of working in the professional domain of graphics design

Course Content

Images are getting more and more important in communication messages. Dependent on communicative goals, both design and function of images in documents may differ. In three themes we will consider how images are processed differently by viewers because of other functions they serve. First, we will look at visual metaphors in advertising and their persuasive function. Second, we will study the aid of images in learning instructions. Third, we will assess informativeness and attractiveness of data visualisation (infographics). In all cases, the interplay of images with text plays a pivotal role. Theories of information processing will be studied and applied to analyse the role of images in documents and the intended and unintended effects they may have on document users.

Teaching Methods

One lecture and one seminar a week (two hours each).

Method of Assessment

Written examination (50%) and assignments (50%). All graded elements should be graded higher than five (on a scale to ten). Final grade average must be 5.5 or higher. Attendance at seminars is mandatory.

Literature

Research articles, to be announced on the Canvas site.

Target Audience

Third year bachelor's students of Communication and Information Studies (Language and Media and Journalistiek)

Recommended background knowledge

Document Design and Applied Statistics