RHET 3302 - Visual Rhetoric

RHET 3302 Visual Rhetoric (3 semester credit hours) Professional communicators must be able to apply critical thinking and to analyze the rhetorical situation to create efficient and effective visual aids and messages. This course prepares students to analyze the situation and consider a variety of visual options (e.g., video, photography, art, graphs, and tables) to successfully relay information and meet the audience's needs. Students will consider print and digital options, cultural expectations, design principles, and format. Students will also research and discuss literacy and evaluate a variety of visual documents and aids. Prerequisites: (RHET 1302 and RHET 2302) or instructor consent required. (3-0) R