



EST 240: VISUAL RHETORIC AND INFORMATION TECHNOLOGY

Department of Technology and Society

DRAFT

Instructor: Anthony J. Pennings, PhD

Dates Feb 24 – June 19, 2020

Time: Tues-Thurs 5:00pm-6:20pm

Class Location: TBA

Email: anthony.pennings@sunykorea.ac.kr

Things to think about when emailing your professor:

<http://www.wellesley.edu/socialcomputing/Netiquette/netiquetteprofessor.html>

Office Hours: Tues-Thurs, 3:30pm – 4:30pm

Other times by appointment

Email: anthony.pennings@sunykorea.ac.kr

Office: A309

Course Description

Seeing comes before words. The focus of this survey course is on visual communication codes, meaning making practices, and on implementation of effective presentation designs. Students will explore the theories of information visualization as well as the underlying scientific phenomena. We will examine and discuss the impact of such technologies as photography, cinema, Internet, mobile, and virtual reality on the democratization of visual culture. Students will learn and apply the skills, techniques, and resources of the course in order to create a state-of-the-art term project presentations.

Visual competencies are important for employment in media-based industries as well as other profit and non-profit organizations.

Objectives

- 1) The student will understand the basics of visual literacy and the electromagnetic energies
- 2) The student will investigate strategies of visual meaning-making and interpretation
- 3) The student will discern the differences between mediation and hypermediation
- 4) The student will learn about the characteristics of fonts and page layout
- 5) The student will learn about the composition of moving images and photographs

- 6) The student will understand the grammar of moving images
- 7) The student will learn how these technologies facilitate different ways of seeing
- 8) The student will understand how television technologies are used in financial news
- 9) The student will learn about the history of print technology
- 10) The student will investigate the dangers to individual privacy by remote sensing and drone surveillance
- 11) The student will investigate the basics of corporate and visual identity
- 12) The student will learn about the visual composition of logos and trademarks
- 13) The student will understand the visual aspects of spreadsheet calculations
- 14) The student will understand the basics of visual literacy and the electromagnetic energies

Schedule

Week 1: Introduction: Visual Literacy: Power, Meaning and Rhetoric

<https://colorado.aiga.org/2013/01/visual-rhetoric-an-introduction-for-students-of-visual-communication/>

Readings: Chandler, D. "The 'Grammar' of Television and Film"

YouTube: Representation and the Media (Stuart Hall)

<https://shop.mediaed.org/representation--the-media-p174.aspx>

<https://www.youtube.com/watch?v=aTzMsPqssOY>

Representation & the Media Transcript <http://tinyurl.com/yb3bplqm>

Week 2: The Grammar of Moving Images

Readings: Chandler, D. "The 'Grammar' of Television and Film"

Youtube: Representation and the Media (Stuart Hall)

<https://www.youtube.com/watch?v=aTzMsPqssOY>

Cultural Meaning and Power of Starbucks in South Korea

Side by Side – the Digital Disruption

https://www.youtube.com/watch?v=aFGJY_NJwwg

Week 3: Representation: Sign and Symbol, Denotation and Connotation

Readings: Chandler, D. "The 'Grammar' of Television and Film"

<http://visual-memory.co.uk/daniel/Documents/short/gramtv.html>

Youtube video: What I Learned (about filmmaking) From Watching: *Blade Runner*

<https://www.youtube.com/watch?v=YUkGo3hymPg>

Week 4: Image Composition and Editing

Readings: Chandler, D. "The 'Grammar' of Television and Film"

Youtube: Representation and the Media (Stuart Hall)

Week 5: Ways of Looking

<https://shop.mediaed.org/representation--the-media-p174.aspx>

Week 6: Web Design and Page Layout

http://comphacker.org/pdfs/335/Defining_Visual_Rhetorics.pdf

<https://shortiedesigns.com/blog/10-top-principles-effective-web-design/>

Week 7: YouTube Analysis

http://apennings.com/meaningful_play/youtube-alices-rabbithole-or-hypertext-to-hell/

<http://apennings.com/media-strategies/youtube-meaning-creating-practices/>

Week 8: Digital Photography

https://qz.com/902573/want-to-resist-the-post-truth-age-learn-to-analyze-photos-like-an-expert-would/?utm_source=atfb

Week 9: Visual Literacy: Typography and the Page

<http://www.webdesignerdepot.com/2009/02/10-web-typography-rules-every-designer-should-know-2/>

Week 10: Visual Identity: Logos and Image

Week 11: Mediation and Simulation

<http://faculty.georgetown.edu/irvinem/theory/Bolter-Grusin-Remediation-Intro1.pdf>

Week 12: Mediation and Simulation

<http://faculty.georgetown.edu/irvinem/theory/Bolter-Grusin-Remediation-Intro1.pdf>

Week 13: Visible Calculation: The Power of the Spreadsheet

Readings: Pennings, "Lotus Spreadsheets – Part 3 – Identifying the Components of a Transformative Tool" (and other posts)

Week 14: Show-Biz: The Conventions of Financial News

<http://apennings.com/how-it-came-to-rule-the-world/digital-monetarism/the-surveilling-eye-of-global-financial-news/>

Week 15: Remote Sensing and Telepresence

Week 16: Readings: Pennings, A. J. "Drone Journalism and Remote Sensing"

Pennings, A. J. "Drone Journalism and Remote Sensing"

The Orbital View: Posthuman Architecture in the Age of the Zero Point City

<http://bad.eserver.org/issues/2016/90/lichty.doc>

SCHEDULE

Spring 2019					
Week of	Subject	Readings	Readings	Tasks	Notes
25-Feb	Introduction: Power and Meaning	Syllabus	Grammar	View Hall video and transcript	
2-Mar	Wk2: Grammar	Hall, Part 2	Grammar		
9-Mar	Wk3: Semiotics	Hall, Part 1	Grammar		
16-Mar	Wk4: Representation	Hall, Part 2	Grammar		Thu, Mar. 19 School Anniversary: No classes in session
23-Mar	Wk5: Ways of Looking	Pennings	Grammar		
30-Mar	Wk6: YouTube	Pennings			Test 1 Apr 9??
6-Apr	Wk7: Visual Energies	Pennings			
13-Apr	Wk8: Web Design		Genres		Wed, Apr. 15 Elections Day: No classes in session

20-Apr	Wk9: Letteracy	Pennings			
27-Apr	Wk10: Visual Identity	Pennings			Thu, Apr. 30 Buddha's Birthday: No classes in session. Tue, May 5 • Children's day: No classes in session
4-May	Wk11: Simulation VR		Remediation		Paper Due May 1 Friday
11-May	Wk12: Simulation VR		Remediation		
18-May	Wk13: Show Biz		Typography		
25-May	Wk14: Spreadsheets	Pennings			Notebooks Due 5/28
1-Jun	Wk15: Remote Sensing Drone Journalism	Pennings	Tues, Jun. 4	Thu, Jun. 6: - No classes in session	
8-Jun	Wk16: Website Prep	Pennings	Tue, Jun. 11: Reading Day		Mon, Jun. 8• Correction Day: Classes follow Thursday's schedule
15-Jun	Wk17: Final				June 12 midnight Website Due

SAT, JUN. 24 • COMMENCEMENT

http://sunykorea.ac.kr/data/file/academic/3754083435_zKNEBL0Q_e50b1e75842c16f5efd25854f30610895bc47f5d.pdf

Textbooks and Websites

No textbook purchase is needed for this class. Materials will be emailed and stored on Blackboard. And /or Google Sites.

Grading Standards and Criteria

Assignments

Notebook (20 pts)

Midterm on meaning-making practices (20 pts)

Individual Research essay on Power and Meaning-Making Practices on YouTube (20 pts)

Group blog website (20pts)

Group Presentation on Website/Blog (5 pts)

Final Test (15 pts)

Notebook 20 pts

You will maintain a written notebook of ideas, charts, lists, drawings, discussions, reflections, dialogue, mindmaps, cartoons, sketches, ruminations, schedules, criticisms, goals, etc. Must date each entry for credit. Place date only on top of the page.

No laptops are allowed to be used during class unless a specific assignment has been made that requires its use. Phones are allowed for limited use.

Date each entry.

You will paste a QR code on the front cover of the notebook. This will be used for attendance.



Midterm on meaning-making practices (20 pts)

<http://visual-memory.co.uk/daniel/Documents/short/gramtv.html>

http://www.mediaed.org/transcripts/Stuart-Hall-Representation-and-the-Media-Transcript.pdf?_ga=2.27721780.922267088.1519564305-561580367.1519564305

Success in the course is based on attaining as many points as possible up to a maximum potential 100 points.

1 Research Essay (20 points).

Write a research paper/essay on the topic of Power and **Visual Meaning-Making Practices in YouTube** (topics include film, advertisements, sports events, or television, etc.) Find a genre – health, music. It must be in English.

10-15 paragraphs

2-3 Introduction

Body 3 points x 3 =9

Conclusion 2 paragraphs¹



The power of typography | Mia Cinelli | TEDxUofM

Organization, Content, Research, Style, Impact (4 points each)

Any student caught plagiarizing or cheating will be reprimanded and may get a zero for the assignment, be reported to the department chair, and fail the course.

Before turning in your work, please edit and proofread it. One way of not being accused of plagiarism is to cite your sources.

Assignments are due on the last class day of the week they are listed under. Please submit a paper hardcopy and electronically so that they can be tested for potential plagiarism.

Group blog website/blog 20 points

Groups will be formed to create a website/blog. Each group will pick a topic genre: music, health, fashion, exercise, and show how meaning is shaped on YouTube.

Group divides into design and programming teams. (5 points)

Criteria: Design CARP

Programming CATN

Each member will contribute content to the website. 3 posts (15 points)

Participation (5 points)

See writing criteria at:

<http://apennings.com/writing-criteria/>

Presentation (5 points)

Prepare for a 10-15 minute talk with some graphical support such as Prezi, Powerpoint or a handout for a discussion of your website/blog

Embed the videos you are researching in the website.

```
<iframe width="450" height="264"
src="https://www.youtube.com/embed/uWYPVz_i7W4" frameborder="0"
allow="autoplay; encrypted-media" allowfullscreen></iframe>
```

Presentation Rubric at

<http://rubrics.kon.org/rubric-documents/Undergraduate-Research-Presentation-Rubric-2006.pdf>

Final (15 points each)

Mostly multiple choice or short answer questions based on readings, lectures, and class discussion. A study guide of keywords will be distributed shortly before the test.

Class Participation

I will allow up to three unexcused absences. After that a letter grade (10 points) will be subtracted from your final grade. Please communicate in advance when you expect to miss a class. More than 7 absences will result in Failure of the class. Please note the university policy below.

Guidelines for Student Success

- 1) Come to class on time and be prepared
- 2) Pay attention to the lecture and your fellow students
- 3) Avoid distractions such as conversations with friends, using mobile devices or other electronic equipment
- 4) Do not sleep in class
- 5) Try to ask questions in class as they may not only be useful for you but for other class members

Excessive disruption of the class or inattention may result in no credit for coming to class that day.

Students absent for more than 20% of class periods will receive an automatic "F" according to university policy.

Please contact me if you have any problems related to the course.

Resources

<https://arc345ergofactors.files.wordpress.com/2016/03/william-lidwell-kritina-holden-jill-butler-universal-principles-of-design-rockport-publishers-2003.pdf>

Communications Strategy

Email is the best way to communicate with me. I will be updating you as to other types of communication throughout the semester. It is also a good idea to take advantage of my office hours.

Academic Integrity

Each student must pursue his or her academic goals honestly and be personally

accountable for all submitted work. Representing another person's work as your own is always wrong. Faculty is required to report any suspected instances of academic dishonesty to the Academic Judiciary. For more comprehensive information on academic integrity, including categories of academic dishonesty please refer to the academic judiciary website at <http://www.stonybrook.edu/uaa/academicjudiciary/>

The school regards any act of academic dishonesty as a major violation punishable by severe penalties, including dismissal from the University. University policy requires that instructors and GAs and TAs report all suspected cases of academic dishonesty to the appropriate Academic Judiciary Committee, which is empowered to take strong action against violators. Under no circumstances will the University permit cheating of any kind.

1 Research Essay (20 points).

Write a research paper/essay on the topic of ~~Power and~~ Visual Meaning-Making Practices in YouTube (topics include film, advertisements, sports events, or television, etc.) Find a genre – health, music. It must be in English. Do a denotative analysis of the meaning-making techniques involved. Simultaneously do a connotative analysis of what makes the channel successful.

10-15 paragraphs:

2-3 Introduction

Body 3 points x 3 =9

Conclusion 2 paragraphs

Organization, Content, Research, Style, Impact (3 points each)

Any student caught plagiarizing or cheating will be reprimanded and may get a zero for the assignment, be reported to the department chair, and fail the course.

Before turning in your work, please edit and proofread it. One way of not being accused of plagiarism is to cite your sources.

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Name

Channel

What meanings does it produce?

How do they contribute to the success of the website?

YouTube Analysis

Film, Television, now YouTube: Making YouTube

What is the rhetoric of the YouTube channel? What is the purpose of the site?

What meanings does it produce?

How does it produce those meanings? What are the dominant signifying practices used by the channel?

What drives the “story” or myth making?

How is the story being told? Narration? VO? Who is the author? Are they part of the story?

How does it engage the audience?

What audience is it producing (Think: How can it be sold to an advertiser?)

Is it effective? How would you measure it?

What world is being constructed?

How would you categorize it?

Travel Vlogs

<https://www.youtube.com/watch?v=v6eh9zOqDnQ>

Mark Weins

<https://www.youtube.com/user/migrationology>

fashion vlogs

<https://www.youtube.com/watch?v=8dX6cIlsteA>

<https://www.youtube.com/user/BritPopPrincess>

<https://www.cbsnews.com/news/top-10-highest-paid-youtube-stars-of-2018-forbes/?fbclid=IwAR0QMlcUL3D7RubbketbVUGfGZdm0DlxLaAXD392piFey-JbwC74vVs4hSo>

Dude Perfect – \$20 Million

All Sports Baseball Battle | Dude Perfect

<https://www.youtube.com/watch?v=dwV04XuiWq4>

HUGE EGGS Surprise Toys Challenge with Inflatable water slide²

Ryan ToysReview – \$22 million

<https://www.youtube.com/watch?v=jjd-BeTX6U0>

<https://www.youtube.com/watch?v=Rjb9Cch16SQ>

Potato Jet

<https://youtu.be/-gFm3CU5EEQ>

https://www.premiumbeat.com/blog/best-youtube-filmmaking-channels-2019/?utm_source=facebook&utm_medium=post&utm_campaign=2-2019-facebook-posts&fbclid=IwAR0_v8etoTOM66t6vK9Km0g6bfEqE4Au9MA42swZLGOqsC1JtkkHvGnvLBY

Teams

Team Name (logo)

Procure a website: Naver, Wix, Wordpress, etc.

¹ Pennings, A. (2018, May 28). YOUTUBE MEANING-CREATING PRACTICES. Retrieved May 9, 2019, from <http://apennings.com/media-strategies/youtube-meaning-creating-practices/>

2